

CARTIndex.ai Website Terms of Use

Welcome to CARTIndex.ai, the website of CART INDEX PTY LTD (ABN 68 685 679 770) ("we", "us" or the "Company").

This website is located on the web via the domain <https://cartindex.ai/> and includes all of the files located in that domain ("this site").

Agreement to these Website Terms of Use

By accessing this site and all software, systems and other information owned or used by the Company in connection with the products and services offered through this site ("the Services"), you agree to be bound by these terms of use ("Website Terms of Use"). These Website Terms of Use constitute a binding agreement between you and the Company and govern your use of this site and the Services.

Privacy Policy

As part of these Website Terms of Use, your use of this site is also subject to our Privacy Policy, which is incorporated by reference into these Website Terms of Use.

Legal capacity to transact

If you are under 18 years of age, you cannot place orders through this site. By using this site you represent and warrant to the Company that you are over the age of 18 years. Should the Company suffer any damage or other losses as a result of a transaction entered into by a minor, we reserve the right to seek compensation for such losses from his/her parents or guardians.

Restrictions on use

Prohibited conduct

Your use of this site is subject to the rules set out in Schedule 1 below.

Violations of these Website Terms of Use

You acknowledge that the Company can determine if you use the Services contrary to these Website Terms of Use. You acknowledge that the Company may take action against you if it reasonably believes that you will actually or potentially or cause someone else to actually or potentially breach these Website Terms of Use.

Without limiting any other remedies available to the Company at law or in equity, the Company reserves the right to, without notice:

- temporarily or indefinitely suspend, or terminate, your access to this site or refuse to provide the Services to you if:
 - you breach any provision of these Website Terms of Use;
 - the Company is unable to verify or authenticate any information that you provide to us; or
 - the Company believes that your actions may cause damage and/or legal liability to the Company, any of its customers or suppliers or any other person;
- limit your subscription, or charge you additional subscription fees if your user information is shared with another person; and/or
- remove or block access to any information and/or materials (in whole or in part) that the Company, at its sole and absolute discretion, regards in any way to be objectionable or in violation of any applicable law, any person's intellectual property rights or these Website Terms of Use.

Indemnity

You indemnify and hold harmless the Company and its officers, employees, agents, consultants, licensors, partners and affiliates from and against any losses, liabilities, costs, expenses or damages (including actual losses or damages, including all legal fees on a solicitor-client basis) suffered or incurred by any of them due to, arising out of, or in any way related to (directly or indirectly):

- any material or information that you submit, post, transmit or otherwise make available through this site;
- your use of, or connection to, this site;
- your use of or reliance upon the Services; or
- your negligence or misconduct, breach of these Website Terms of Use or violation of any law or the rights of any person.

You agree that the waiver and each indemnity provided above, continues to endure notwithstanding the termination or expiration of your subscription.

Registration and account security

Eligibility

Access to certain parts of the site and the Services requires registration. By registering, you represent and warrant that:

- all information you provide is true, accurate, current and not misleading; and
- your registration does not violate any applicable law or the rights of any third party.

Registration

When registering, you must provide:

- A valid email address (which will serve as your username) and create a secure password;
- Accurate billing and contact information, including your business address and the name and telephone number of your authorised billing contact and administrator; and
- The name of your employer or the company you represent.

Your account will be active immediately upon registration; no additional verification (such as email confirmation or one-time codes) is required.

You are responsible for maintaining the security of your email account and mobile number. We are entitled to rely on instructions and actions taken from an authenticated session. You must immediately notify us of any unauthorised use of your access credentials.

Multiple accounts and automated account opening

One person may not maintain more than one account with this site. Accounts registered by "bots" or other automated methods are not permitted.

Approval of registrations

The Company reserves the right to accept or reject any application for registration of an account with this site at its discretion.

Orders

Order constitutes offer

By subscribing or placing an order through this site, you make an offer to us to purchase the Services that you have selected pursuant to these Website Terms of Use. Information contained in this site constitutes an invitation to treat only. No information in this site constitutes an offer by us to supply any Services to you – however, the Company will endeavour to supply your selected Services to you.

We will not commence processing any order made through this site unless and until:

- payment for the order has been received by us in full; and
- the order has passed our internal validation procedures, which are undertaken in order to verify the bona fides of each order for the purpose of preventing credit card and other fraud.

We reserve the right at our discretion to:

- at any time prior to your order being accepted in accordance with these Website Terms of Use, cancel all or part of your order; and
- at any time:
 - refuse to provide products or services to you;
 - terminate your access to this site; and/or
 - remove or edit any content on this site.

Acceptance of orders

Acceptance of each order will take place if and when the Company:

- in the case of digital items, either:
 - sends the requested items to you, at the time at which the items are sent by the Company; or
 - notifies you in writing that the requested items are available for download by you, at the time at which such notification is sent by the Company,
 - and title to, and risk in, the items will pass from the Company to you at that time; or
- in the case of services, either:
 - provides the services to you, at the time at which the Company commences providing the services; or
 - notifies you in writing that your order has been accepted, at the time at which such notification is sent by the Company.

Subscriptions

A subscription entitles you to use the Services that you have subscribed to, for the number of users that you have subscribed for, for the subscription period and any renewal of that period. From time to time at the Company's discretion, the Company may add new products and/or services. The Company reserves the right to charge extra for any new products and/or services. Where additional charges will be incurred; you will be given the option whether or not to include those new products and/or services in your subscription.

Free trial period

Occasionally, new customers may be provided with an initial limited free trial, which, if granted, will not count toward the term of your subscription. The Company reserves the right to modify the duration of any trial and subscription. You may cancel your trial at any time during the trial period via the CARTindex.ai menu. If you do not cancel prior to the end of the free trial period, you will be obliged to complete the term of your subscription and any amounts already paid will not

be refunded to you. The Company reserve the right to terminate any unpaid trial at any time at its absolute discretion.

Authorised users

Your subscription includes access for the number of users as shown on your account.

You acknowledge that sharing your login details is strictly prohibited. You covenant that you will not share your login credentials with any other person. You acknowledge and agree that if your number of users increases or if the Company detects that you have shared your login credentials, you will be charged for and will be liable to pay for those additional users.

By using the site and the Services, you acknowledge and agree that:

- You are only permitted to use the Services while your subscription is active.
- You will only use the Services in accordance with these Website Terms of Use;
- You will not assign, sub-licence or otherwise deal in any other way with your rights under these Website Terms of Use without the Company's prior written consent.

12-month subscription periods

Your subscription includes access for the number of users as shown on your account.

You acknowledge and agree that you are purchasing the Services for either a monthly or annual subscription ("Initial Term") and cannot cancel the subscription until that Term expires.

All subscriptions will automatically renew for the same period as the expiring Term ("Renewal Term"), together the Initial term and the Renewal Term shall be known as the "Term". To turn off automatic renewal or to change the subscription, you will need to unsubscribe in your account settings, prior to the renewal deadline outlined in the portal.

Unless otherwise expressly agreed, the Company's standard pricing at the time of renewal will apply to the Renewal Term.

Prices

You agree to pay to the Company the price for the subscription as set out in the order, plus the price for any additional Users.

The Company may change its prices from time to time . You will be clearly shown the updated price during your account registration and before any payment.

If you are already on a subscription, you will be notified of the change in the price before the renewal of the term. If you do not wish to proceed with any renewal or the subscription because of the price increase, you must unsubscribe in your account settings before the end of the Term so the Company can ensure that you are not charged.

GST

All prices listed on this website are in Australian Dollars (AUD) and are inclusive of Goods and Services Tax (GST). Any fees or charges, including shipping costs, also include GST where applicable.

"GST" has the meaning given to it in the *A New Tax System (Goods and Services Tax) Act 1999* (Cth).

Payment methods

Payment for orders and subscriptions placed through this site may be made by credit card processed online using a secure third party payment gateway.

Third party payment gateway

The Company uses the third-party payment gateway provided by Stripe Payments Australia Pty Ltd (ABN 66 160 180 343) trading as "Stripe" for its secure online payment transactions. Payments made through Stripe are subject to Stripe's own terms and conditions and privacy policy. For more information about Stripe, see the Stripe website (<http://www.stripe.com/>).

Unless you expressly consent otherwise, we do not see or have access to any personal information that you may provide to Stripe, other than information that is required in order to process your order and deliver your purchased items to you (eg, your name, email address and billing address).

Credit and debit card payments

All major credit cards and debit cards are accepted. Please note that we may be unable to accept credit cards issued by banks outside of Australia in some cases. Additional transaction fees may apply if paying by credit card, in which case the additional charges will be specified at checkout.

Refunds and other remedies

Except as expressly provided otherwise in these Website Terms of Use and required under the Australian Consumer Law, all amounts paid through this site are non-refundable. Further information on the steps that the Company will take to remedy any breach of any non-excludable condition or warranty/guarantee is provided under the heading "Remedies limited" in these Website Terms of Use below.

Security

While our website hosting providers employ secure technology for transactions with our customers, we will not be responsible for any damages, including consequential losses (whether direct or indirect), that may be suffered by a customer whose credit or debit card or bank account information is used in a fraudulent or unauthorised manner by any person other than the Company.

The Company may request further information from you, such as a copy of your credit card and/or other identification documentation, as part of our internal validation procedures. These procedures help protect bank and credit card account holders from online fraud. Until your order has passed our internal fraud prevention checks, your order will remain on pending status. If further information is requested and you do not provide the requested information within such time as the Company considers appropriate at its discretion, your order will be cancelled and, if your payment has been received, it will be refunded back to you.

User Data

You acknowledge and agree that the Company, its employees or representatives may view your User Data from time to time for the purposes of providing support to you and evaluating future enhancement and improvement of the Company's Services. The Company will not divulge any of your User Data to any third party for any purpose except where required by law; or to assist you; or to improve the Company's Products and/or Services.

Grant of Licence

Subject to these and your compliance with these Website Terms of Use, the Company hereby grants to you a limited, personal, non-exclusive, non-transferable and non-sublicensable license during the Term to use the Services subject to and in accordance with these Website Terms of Use.

You hereby grant the Company a license to use your User Data that may be obtained by the Company for marketing purposes and to develop new products and services and as otherwise set out in the Company's Privacy Policy.

Intellectual property

Copyright

In these Website Terms of Use, the term "**Proprietary Content**" means:

- this site;
- all of its content (including all of the text, graphics, designs, software, data, sound and video files and other information contained in this site, and the selection and arrangement thereof); and
- all software, systems and other information owned or used by the Company in connection with the products and services offered through this site (whether hosted on the same server as this site or otherwise).

All Proprietary Content is the property of the Company or its licensors (as applicable) and is protected by Australian and international copyright laws. You must not reproduce, transmit, republish or prepare derivative works from any of the Proprietary Content, except as expressly authorised by these Website Terms of Use or with the prior written consent of the Company or other copyright owner (as applicable).

Other than generated output from the Services (see below), you may download and print out content from this site only for your own personal and non-commercial use and provided that you do not remove or modify any copyright, trademark or other proprietary notices.

Nothing in these Website Terms of Use or the use of the Services transfers or assigns any Intellectual Property Rights to you. Other than the generated output from the Services (see below), the Company owns and retains all Intellectual Property Rights in the Services and you have no Intellectual Property Rights in any part of the Services, including any modifications or enhancements thereof, other than the right to use the Services temporarily granted to you pursuant to these Website Terms of Use.

The Company's Brand

The rights in the Company's logo and the phrase "CART Index AI" are owned by the Company. The look and feel of this site (including all button icons, scripts, custom graphics and headers) are the copyright, trademarks, service marks and/or trade dress of the Company. These trademarks, copyright, service marks and trade dress may not be used, copied or imitated, in whole or in part, without the prior written consent of the Company.

User Content

In these Website Terms of Use, the term "**User Content**" means any and all content that is submitted, posted or otherwise added to this site by any user, such as marketing or branding materials, images, comments, forum posts, chat room messages, reviews, ratings and feedback.

This site contains some features that enable you and other users to upload User Content. The Company reserves the right to display, refuse to display, remove and/or amend all or any part of any User Content at its absolute discretion. In respect of any User Content that you upload, you:

- represent and warranty to the Company that:
 - your sharing of that User Content does not infringe any copyright or other legal right of any other person;
 - you have the express permission or consent of your employer to upload and/or share that User Content; and
- retain all right, title and interest in and to the User Content, and grant to the Company a worldwide, non-exclusive, royalty-free, perpetual, irrevocable, sub-licensable and transferable license to:
 - use or incorporate into the Services any suggestions, enhancement requests, recommendations or other feedback provided by you relating to the Service; and
 - use, reproduce, process and display the User Content for the Company's internal business purposes, including without limitation to develop and improve the Services and the Company's other products and services.

Generated Content ('Output')

You own any Output generated from the Services, and grant to the Company a worldwide, non-exclusive, royalty-free, perpetual, irrevocable, sub-licensable and transferable license to use, reproduce, process and display the Output for the Company's internal business purposes, including without limitation to develop and improve the Services and the Company's other products and services.

Copyright claims

If you believe that our site contains any material that infringes upon any copyright that you hold or control, or that users are directed through a link on this site to a third party website that you believe is infringing upon any copyright that you hold or control, you may send a notification of such alleged infringement to us in writing. Such notification should identify the works that are allegedly being infringed upon and the allegedly infringing material and give particulars of the alleged infringement. In response to such a notification, we will give a written notice of a claim of copyright infringement to the provider of the allegedly

infringing material. If the provider of that material does not respond to us in writing denying the alleged infringement within 14 days after receipt of that notice, we will remove or block the allegedly infringing material as soon as is reasonably practicable. If the provider of that material responds to us in writing denying the alleged infringement, we will, as soon as is reasonably practicable, send a copy of that response to the original notifying party. If the original notifying party does not, within a further 14 days, file an action seeking a court order against the provider of the allegedly infringing material, we may restore any removed or blocked material at our discretion. If the original notifying party files such a legal action, we will remove or block the allegedly infringing material pending resolution of that legal action.

Disclaimer of warranties

TO THE MAXIMUM EXTENT PERMITTED BY LAW, THE COMPANY AND ITS OFFICERS, EMPLOYEES, AGENTS, CONSULTANTS, LICENSORS, PARTNERS AND AFFILIATES EXPRESSLY DISCLAIM ALL CONDITIONS, REPRESENTATIONS AND WARRANTIES (WHETHER EXPRESS OR IMPLIED, STATUTORY OR OTHERWISE) IN RELATION TO THIS SITE AND ANY PRODUCTS AND/OR SERVICES PURCHASED OR OBTAINED THROUGH THIS SITE, INCLUDING ANY IMPLIED WARRANTY/GUARANTEE OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

This site is provided strictly on an "as is" basis. To the maximum extent permitted by law, the Company and its officers, employees, agents, consultants, licensors, partners and affiliates make no representation, warranty or guarantee as to the reliability, timeliness, quality, suitability, truth, availability, accuracy or completeness of this site or any of its content, and in particular do not represent, warrant or guarantee that:

- the use of this site will be secure, timely, uninterrupted or error-free or operate in combination with any other hardware, software, system or data;
- this site will meet your requirements or expectations;
- anything on this site, or on any third-party website referred or linked to in this site, is reliable, accurate, complete or up-to-date;
- the quality of any products, services, information or other material purchased or obtained through this site will meet any particular requirements or expectations;
- errors or defects will be corrected; or
- this site or the servers that make it available are free of viruses or other harmful components.

Accuracy of AI generated content

The Company integrates OpenAI (a third-party AI model) into this site and the Services. OpenAI's own terms of use may affect what you may do with any outputs. You warrant that you will familiarise yourself with OpenAI's terms of use which can be accessed at '<https://openai.com/en-GB/policies/row-terms-of-use/>'.

The scores and insights provided are generated by algorithms and may not fully account for every possible variable that affects customer behaviour or design effectiveness. The Company does not guarantee specific outcomes, sales performance, or customer response based on the recommendations provided. The AI-generated reports and suggestions are intended to serve as a tool for improving design effectiveness and should be used in conjunction with professional judgment and market research.

When you use this site you understand and agree:

- the output may not always be accurate. You should not rely on output from our Services as a sole source of truth or factual information, or as a substitute for professional advice;
- you must evaluate output for accuracy and appropriateness for your use case, including using human review as appropriate, before using or sharing output from the Services;
- output from AI may provide incomplete, incorrect, or offensive output that does not represent the Company's views. If output references any third party products or services, it doesn't mean the third party endorses or is affiliated with the Company.

Limitation of liability

Exclusion of liability

To the maximum extent permitted by law, the Company and its officers, employees, agents, consultants, licensors, partners and affiliates exclude all liability to you or any other person for any loss, cost, expense, claim or damage (whether arising in contract, negligence, tort, equity, statute or otherwise, and for any loss, whether it be consequential, indirect, incidental, special, punitive, exemplary or otherwise, including any loss of profits, loss or corruption of data or loss of goodwill) arising directly or indirectly out of, or in connection with, these Website Terms of Use or the use of this site by you or any other person.

Remedies limited

To the maximum extent permitted by law, the Company and its officers, employees, agents, consultants, licensors, partners and affiliates expressly limit their liability for breach of any non-excludable condition or warranty/guarantee implied by virtue of any legislation to the following remedies (the choice of which is to be at the Company's sole discretion):

- In the case of goods, to any of the following:
 - the replacement of the goods or the supply of equivalent goods;
 - the repair of the goods;
 - the payment of the cost of replacing the goods or of acquiring equivalent goods; or
 - the payment of the cost of having the goods repaired; and
- In the case of services:
 - the supply of the services again; or
 - the payment of the cost of having the services supplied again.

Release

You agree that your use of this site and the Services is at your own discretion and risk. You agree to release the Company and its officers, employees, agents, consultants, licensors, partners and affiliates from any claim, demand or cause of action that you may have against any of them arising from these Website Terms of Use or the use of this site or Services by you or any other person. The Company may plead this release as a bar and complete defence to any claims or proceedings.

Force majeure

To the maximum extent permitted by law, and without limiting any other provision of these Website Terms of Use, the Company excludes liability for any delay in performing any of its obligations under these Website Terms of Use where such delay is caused by circumstances beyond the reasonable control of the Company, and the Company shall be entitled to a reasonable extension of time for the performance of such obligations.

General

Interpretation

In these Website Terms of Use, the following rules of interpretation apply:

- headings are for reference purposes only and in no way define, limit or describe the scope or extent of any provision in these Website Terms of Use;
- these Website Terms of Use may not be construed adversely against the Company solely because the Company prepared them;

- the singular includes the plural and vice-versa;
- a reference to a "person" includes an individual, a firm, a corporation, a body corporate, a partnership, an unincorporated body, an association, a government body or any other entity; and
- the meaning of general words is not limited by specific examples introduced by "including", "for example", "in particular" or similar expressions.

Notifications

The Company may provide any notification for the purposes of these Website Terms of Use by email and/or by adding the notification into your user control panel.

Costs

Except as specifically provided in these Website Terms of Use, each party must bear its own legal, accounting and other costs associated with these Website Terms of Use.

Assignment

You may not assign, transfer or sub-contract any of your rights or obligations under these Website Terms of Use without the Company's prior written consent. Your registration with this site is personal to you and may not be sold or otherwise transferred to any other person.

The Company may assign, transfer or sub-contract any of its rights or obligations under these Website Terms of Use at any time without notice to you.

No waiver

Waiver of any power or right under these Website Terms of Use must be in writing signed by the party entitled to the benefit of that power or right and is effective only to the extent set out in that written waiver. Any failure by the Company to act with respect to a breach by you or others does not waive the Company's right to act with respect to that breach or any subsequent or similar breaches.

Severability

The provisions of these Website Terms of Use are severable and, if any provision of these Website Terms of Use is held to be illegal, invalid or unenforceable under present or future law, such provision may be removed and the remaining provisions shall be enforced.

Variation

The Company reserves the right to amend these Website Terms of Use and any other policy on this site at any time in its sole discretion and any such changes

will, unless otherwise noted, be effective immediately. Your continued usage of this site will mean you accept those amendments. We reserve the right, without notice and at our sole discretion, to change, suspend, discontinue or impose limits on any aspect or content of this site or the products/services offered through this site.

You may only vary or amend these Website Terms of Use by written agreement with the Company.

Governing law and jurisdiction

These Website Terms of Use will be governed in all respects by the laws of New South Wales. The parties irrevocably submit to the non-exclusive jurisdiction of the courts of New South Wales and the courts of appeal from them.

Schedule 1 – Prohibited conduct

YOU MUST NOT:

- attempt to bypass, disable, or otherwise interfere with any security-related features, access restrictions, or authentication mechanisms of the Services;
- scrape, copy, or extract any outputs, reports, or other AI-generated content from the Services through automated means without the Company's prior written consent;
- use the Services, or any outputs generated by the Service, to develop, train, or improve any machine learning models, artificial intelligence systems, or other competing services;
- use the Services or any AI-generated content to disseminate misinformation, commit fraud, or engage in unlawful, discriminatory, misleading, or unethical practices.
- use any device, routine or software that interferes, or attempt to interfere, with the proper working of this site;
- engage in any action that requires, or may require, an unreasonable or excessively large load on our infrastructure;
- use this site to decipher passwords or security encryption codes, transmit any worms, viruses or Trojan horses, transfer or store illegal, threatening or obscene material or otherwise violate the security of any computer network;
- use this site to violate any applicable local, state, national or international law, to engage in any misleading or deceptive online marketing practices or for any fraudulent or malicious purposes;
- use any spider, robot or search/retrieval application or any screen scraping, data mining or similar data gathering device, process, program or means to access, retrieve or index any portion of this site;
- use this site by any automated means;
- use this site to transmit junk mail, spam or chain letters or pyramid schemes or engage in other flooding techniques or mass distribution of unsolicited email;
- access, retrieve or index any portion of this site for use in constructing or populating any database that is searchable online or for the purpose of soliciting or sharing reviews;
- interfere with the display of any advertisements appearing on or in connection with this site;
- reverse engineer, decompile, disassemble, adapt, modify, translate, frame or reformat any of the material contained on this site;
- reproduce, duplicate, copy or store any of the material appearing on this site other than for your own personal and non-commercial use;
- falsely imply that any other website is associated with this site;

- do anything that leads, or may lead, to a decrease in the value of the Company's intellectual property rights in this site;
- use or exploit any of the material appearing on this site for, or in connection with, any business or enterprise (whether for profit or otherwise), including any business or enterprise that is in competition with this site;
- release to the public any news release, advertising material, promotional material or any other form of publicity or information relating to the Company without the Company's prior written consent; or
- use this site to transmit any information or material that is, or may reasonably be considered to be:
 - abusive, threatening, harassing, harmful, obscene, indecent, lewd, inflammatory, violent, vulgar, profane, racially, ethnically or otherwise objectionable or offensive in any way;
 - libellous, defamatory, pornographic, sexually explicit, unlawful or plagiarised;
 - infringing upon or violating any copyright, trademark, patent or other intellectual property or proprietary right;
 - in breach of any duty of confidentiality by which you are bound, whether by way of a fiduciary or contractual relationship;
 - in breach of any person's privacy or publicity rights;
 - a misrepresentation of facts, including the impersonation of any person or entity or a misrepresentation of an affiliation with any person or entity (including any sponsorship or endorsement);
 - in violation of any applicable law, statute, ordinance or regulation, or encouraging of others to do so;
 - containing any political campaigning material, advertisements or solicitations; or
 - likely to bring the Company or any of its staff into disrepute.