

Acceptable Use Policy

This Acceptable Use Policy ("AUP") applies to all users of gora and is incorporated into gora's Terms of Service.

1. What gora Is For

gora is a B2B business tool for legitimate lead generation and contact enrichment. It is intended for sales, growth, and business development professionals, founders building outbound pipelines, and agencies managing lead generation on behalf of business clients.

2. Permitted Uses

You may use gora to:

- Search for and retrieve business contact information for legitimate B2B outreach
- Enrich business contact datasets you have lawfully obtained
- Export enriched data for use in your own CRM, outreach tools, or business workflows
- Allow your team members to access gora under your account for the same purposes

3. Prohibited Uses

3.1 Unlawful data processing

- Processing personal data without a lawful basis
- Collecting data through deception or methods that violate third-party terms of service
- Processing data in violation of the UAE PDPL, Saudi PDPL, or any applicable data protection law

3.2 Prohibited data categories

You must not upload, process, or attempt to retrieve:

- Health or medical data
- Religious beliefs or practices
- Political opinions or party affiliations
- Biometric or genetic data
- Racial or ethnic origin
- Sexual orientation or gender identity
- Tribal or family affiliations
- Immigration or residency status
- Financial account information beyond basic company revenue estimates

3.3 Spam and unsolicited communications

- Using data obtained through gora to send unsolicited mass communications
- Sending any communications that violate applicable anti-spam laws

3.4 Data redistribution

- Selling, reselling, or distributing enriched data as a standalone data product
- Using gora to build a competing data product or database

3.5 Platform abuse

- Circumventing credit limits or accessing data beyond your plan entitlement
- Using bots or automated scripts in ways not supported by the official API
- Attempting to reverse-engineer gora's database or matching logic
- Accessing or attempting to access other users' accounts or data

3.6 Harm

- Using gora to harm, harass, stalk, or discriminate against individuals
- Processing data for surveillance or non-business profiling of individuals

4. Agency and Client Use

If you are an agency using gora on behalf of clients, you are responsible for ensuring your clients' intended use complies with this AUP and applicable law.

5. Consequences of Violation

If gora determines you have violated this AUP, we may suspend or terminate your account immediately. No refund will be issued for termination due to AUP violation.

6. Reporting

Report violations to team@gora.ae

7. Updates

We may update this AUP as the platform evolves.