

Credit and Billing Policy

This document explains how gora's credit system works in plain terms. It supplements the Terms of Service.

1. How Credits Work

gora uses two types of credits:

Lead Generation Credits: used when you search the gora database and retrieve a contact.

Enrichment Credits: used when you enrich a contact with additional verified data.

Credits are included in your plan each billing cycle.

2. When a Credit Is Charged

A credit is only charged when gora successfully returns a verified result.

- Lead Generation Credit: charged when a contact is retrieved matching your search filters
- Enrichment Credit: charged when a contact is successfully enriched with at least one verified data field

No result means no charge. If a search returns nothing or an enrichment attempt fails for a specific contact, no credit is deducted.

3. Credit Reset

Credits reset at the start of each billing cycle (your monthly renewal date).

Unused credits do not carry over to the next month. Any credits remaining at the end of a billing cycle are forfeited. This applies to all plans including paid plans.

4. No Rollover. No Transfer.

- Credits do not roll over from one billing cycle to the next
- Credits cannot be transferred to another account
- Credits cannot be split between team members on separate accounts
- Credits cannot be exchanged for cash, refunds, or other benefits

5. Refund Policy

All payments are non-refundable. This includes:

- Monthly subscription fees, regardless of credit usage
- Credits consumed in connection with results returned
- Unused credits at the time of cancellation or plan downgrade

gora is at an early stage of development and does not have the infrastructure to process

refunds or handle chargeback requests at this time. This policy will be reviewed as the product matures.

If you believe you have been charged in error (for example a duplicate payment), contact billing@gora.ai and we will investigate promptly.

6. Plan Changes

Upgrading:

- New credit allocation takes effect immediately
- You will be charged the prorated difference for the remainder of the current billing cycle
- Your billing date does not change

Downgrading:

- Change takes effect at the start of your next billing cycle
- Current cycle credit balance is not reduced
- No refund for the difference in plan price

Cancellation:

- Access and credits continue until end of the current billing cycle
- No further charges after the cycle ends
- Unused credits at the point of cancellation are forfeited

7. Free Plan

Free plan credits follow the same rules: they reset monthly, do not roll over, and cannot be transferred.

8. Billing Errors

If you notice a discrepancy in your billing or credit usage, contact billing@gora.ai within 30 days of the charge. We will respond within 5 business days.

9. Changes to This Policy

We may update this policy as our pricing model evolves. We will notify you of material changes with at least 14 days' notice where possible.

10. Contact

For billing enquiries, account or credit questions: team@gora.ae