

Terms of Service

1. Introduction

Welcome to gora ("we", "our", "us", "gora").

These Terms of Service ("Terms") govern your access to and use of the gora platform, including our lead generation and data enrichment services (collectively, the "Services").

By creating an account or using gora, you confirm that you have read, understood, and agreed to these Terms. If you do not agree, do not use the platform.

2. Beta Product Notice

gora is currently in beta. This means:

- The platform is under active development. Features may change, be removed, or behave unexpectedly.
- We do not guarantee uptime, data availability, or uninterrupted service during the beta period.
- We may conduct maintenance, migrations, or updates with or without prior notice.
- We may reset, modify, or discontinue any feature at any time during the beta period.
- Beta access may be provided free of charge or at a reduced rate. This does not represent our commercial pricing.

By using gora during the beta period, you accept a higher degree of product instability in exchange for early access. We will make reasonable efforts to notify you of significant changes.

3. Nature of Service

gora provides tools that allow users to:

- Search for and retrieve business contact data from our database
- Enrich contact data using integrated third-party data providers
- Upload existing contact datasets for enrichment
- Export enriched data in structured formats

gora does not send emails, messages, or any communications on behalf of users. Any outreach you conduct using data obtained through gora is entirely your responsibility.

4. Roles and Responsibilities

4.1 You are the Data Controller

When you upload data to gora or use our search and enrichment tools, you act as the data

controller. This means you are solely responsible for:

- The legality of the data you upload and process
- Ensuring you have a valid legal basis to collect and process such data
- Complying with all applicable data protection laws in your jurisdiction, including the UAE Personal Data Protection Law (PDPL) and the Saudi Personal Data Protection Law where applicable
- How you use any data you export from gora

4.2 gora is the Data Processor

gora acts as a data processor, processing data only on your behalf and according to your instructions. We do not claim ownership of the data you upload. We process it solely to deliver the Services.

5. Acceptable Use

You agree that you will NOT use gora to:

- Process personal data without a lawful basis under applicable law
- Upload or process sensitive personal data, including but not limited to: health or medical data, religious beliefs, political opinions, biometric data, racial or ethnic origin, tribal or family affiliations, or immigration status
- Collect data through unlawful scraping, deception, or any method that violates applicable law
- Send unsolicited commercial communications (spam) using data obtained through gora
- Sell, resell, sublicense, or redistribute enriched data to third parties in violation of applicable laws
- Attempt to reverse-engineer or replicate gora's database or underlying data sources
- Use the platform in any way that could harm, disable, or impair gora's infrastructure or other users' access

6. Data Sources and Accuracy

6.1 Third-Party Data Sources

gora integrates with third-party data providers to deliver enrichment results. By using gora, you acknowledge that:

- Data may be sourced from publicly available datasets, third-party data providers, or a combination
- gora does not independently verify all third-party data before it is returned to you
- The availability and quality of data depends on what third-party providers have available at the time of your request

6.2 No Accuracy Guarantee

All data returned through gora is provided as is, for informational purposes only. gora does

not guarantee that enrichment results are accurate, current, complete, or suitable for your intended use.

Enrichment results reflect data available from our providers at the moment of processing. You should independently verify data before relying on it to make business decisions.

7. Credits and Billing

7.1 Credit Types

gora operates on a credit-based system with two types of credits:

- Lead Generation Credits: used when you retrieve contacts from the gora database
- Enrichment Credits: used when you enrich a contact with additional data fields

7.2 When Credits Are Consumed

A credit is consumed only when a result is successfully returned and verified. If a search returns no results, or an enrichment attempt fails to return verified data for a contact, no credit is deducted.

7.3 Credit Reset — No Rollover

Credits reset at the start of each billing cycle. Unused credits do not roll over to the following month. Credits are non-transferable between accounts or plans.

7.4 No Refunds

All payments are final and non-refundable. This includes:

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

gora is at an early stage of development and does not currently have the systems in place to process refunds or chargebacks. This policy will be reviewed as the product matures.

7.5 Pricing Changes

gora reserves the right to modify pricing and plan structures. Where possible, we will provide at least 14 days' notice of material pricing changes to existing subscribers.

7.6 Fair Use

gora reserves the right to suspend or throttle usage that significantly exceeds normal usage patterns for your plan tier.

8. Account Responsibilities

You are responsible for:

- Maintaining the security of your login credentials
- All activity that occurs under your account
- Notifying us at legal@gora.ai if you suspect unauthorised access

9. Intellectual Property

gora retains all rights to the platform, software, database structure, and underlying technology. You retain all rights to the data you upload. By uploading data to gora, you grant us a limited licence to process that data solely for the purpose of delivering the Services.

10. Suspension and Termination

We may suspend or terminate your account, with or without notice, if:

- You violate any provision of these Terms or our Acceptable Use Policy
- We have reason to believe you are misusing personal data
- Required by applicable law or a competent authority

11. Limitation of Liability

To the maximum extent permitted by applicable law:

- gora shall not be liable for any indirect, incidental, consequential, or punitive damages, including loss of data, profits, revenue, or business
- gora's total aggregate liability for any claim shall not exceed the total fees paid by you to gora in the twelve (12) months immediately preceding the claim
- If you are a beta user accessing the platform free of charge, gora's total liability shall not exceed AED 500

12. Indemnification

You agree to indemnify and hold harmless gora and its directors, employees, and agents from any claims, damages, and expenses (including legal fees) arising from:

- Your use of the platform or exported data
- Your violation of these Terms or any applicable law
- Your improper handling or use of personal data

13. Governing Law and Jurisdiction

These Terms are governed by the laws of the United Arab Emirates, specifically the laws applicable in the Emirate of Dubai. Any disputes shall be subject to the exclusive jurisdiction of the courts of Dubai, UAE.

Users in Saudi Arabia must also comply with applicable Saudi laws, including the Saudi PDPL.

14. Changes to These Terms

We may update these Terms from time to time. Continued use of gora after updated Terms

take effect constitutes acceptance of the revised Terms.

15. Contact

For legal enquiries: team@gora.ae