

Bello Client Terms of Use
Effective Date: [Insert Date]

1. Introduction

Welcome to Bello! These Client Terms of Use ("Terms") govern your use of Bello as a research sponsor, organization, or entity ("Client"). By using Bello to conduct qualitative research, you agree to comply with these Terms. If you do not agree, please do not use our services.

Bello reserves the right to update these Terms at any time. We will notify Clients of significant changes, and continued use of Bello constitutes acceptance of the revised Terms.

2. Client Eligibility

To use Bello as a Client, you must:

- Be a legally registered business or organization.
 - Have the authority to enter into this agreement on behalf of your entity.
 - Provide accurate and complete information during the onboarding process.
 - Comply with all applicable laws and regulations governing research and data privacy.
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3. Client Responsibilities

Clients are responsible for:

- Ensuring all research activities comply with ethical and legal standards.
- Managing Participant recruitment and consent processes where applicable.
- Protecting the confidentiality of Participant data.
- Adhering to Bello's **Privacy Policy** and **Data Protection Guidelines**.

Clients must not:

- Misrepresent research objectives to Participants.
- Engage in deceptive, harmful, or unethical research practices.
- Collect, store, or distribute data unlawfully.

Bello reserves the right to suspend or terminate Client accounts if research activities violate these Terms.

4. Use of Bello Services

Bello provides Clients with tools for:

- Hosting and managing research projects.
- Conducting video interviews and focus groups.
- Analyzing qualitative data and generating insights.

Clients must:

- Use the platform only for lawful research purposes.
 - Ensure data collected is handled securely and in compliance with applicable laws.
 - Respect Participant rights, including withdrawal and data deletion requests.
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5. Payments & Fees

5.1 Subscription & Billing

- Clients must subscribe to a paid plan to access Bello's research tools.
- Fees are charged based on selected plans, billed monthly or annually.
- Payments must be made on time to avoid service disruptions.

5.2 Refund & Cancellation Policy

- Refunds are subject to Bello's refund policy.
 - Clients may cancel their subscription at any time, but refunds are not guaranteed for unused portions.
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6. Data Ownership & Intellectual Property

6.1 Client Data

- Clients retain ownership of the research data collected through Bello.
- Bello does not claim rights over research insights but may process data for platform improvements, in accordance with our Privacy Policy.
- **To improve Bello's AI-driven summary and analysis capabilities, anonymized data may be used strictly for internal learning purposes. This data will never be**

identifiable to any client, project, or participant and will not be shared with third parties. Clients may request to opt out of this process.

6.2 Platform Intellectual Property

- Bello retains all rights to its software, trademarks, and proprietary technologies.
 - Clients may not modify, distribute, or reverse-engineer any part of Bello's platform.
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7. Data Protection & Confidentiality

- Clients must comply with applicable data protection laws (e.g., GDPR, CCPA).
 - Clients are responsible for securing any personal or sensitive data collected.
 - If using third-party services for research, Clients must ensure compliance with confidentiality agreements.
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8. Participant Rights & Ethical Research

- Clients must obtain **informed consent** from Participants before collecting data.
- Clients must respect **Participant privacy rights**, including the right to withdraw from research.
- Clients must not exploit or mislead Participants.

Failure to comply may result in account suspension or termination.

9. Liability & Indemnification

9.1 Limitation of Liability

- Bello provides services "as is" and makes no guarantees regarding research outcomes.
- Bello is not responsible for any damages resulting from Client research activities.

9.2 Indemnification

- Clients agree to indemnify Bello from any claims, liabilities, or legal actions arising from their research activities or misuse of the platform.
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10. Termination & Suspension

Bello reserves the right to terminate or suspend Client accounts if:

- Clients violate these Terms.
- Clients engage in unethical or illegal research practices.
- Payments are not made within the required timeframe.

Upon termination, Client data may be retained for a limited period per Bello's Data Retention Policy.

11. Dispute Resolution

- Any disputes shall first be attempted to be resolved through negotiation.
 - If unresolved, disputes shall be settled by arbitration in **[Insert Jurisdiction]**, unless prohibited by law.
 - Clients waive their right to a class action lawsuit.
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12. Governing Law

These Terms are governed by the laws of **[Insert Jurisdiction]**, without regard to conflict of law principles.

13. Contact Information

For any questions or concerns about these Terms, contact us at:

Bello

[Insert Company Address]

[Insert Contact Email]

[Insert Phone Number]

This Terms of Use agreement was last updated on **[Insert Date]**.