

## Terms of Use

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### Article 1. Definitions

We advise you to read these Terms of Use carefully so you are aware of your rights and responsibilities when you use ContentKing.

1.1 The capitalized terms listed below have the following meaning in the Terms of Use

**ContentKing:**

ContentKing B.V., registered at Donauweg 10, 1043 AJ Amsterdam, the Netherlands and having its offices at Donauweg 10, 1043 AJ Amsterdam, the Netherlands;

**Account:**

the personal account which is created by You when you register for the Service and to which you obtain access after entering Your Login Details;

**Agreement:**

the agreement between ContentKing and You concerning the access to and use of the Service, which is governed by these terms of use;

**Intellectual Property Rights:**

all intellectual property rights and related rights such as copyright, trademark rights, patent rights, design rights, trade name rights, database rights and neighbouring rights, as well as rights to know-how;

**Login Details:**

the email address and password which You provide when creating Your Account and with which You gain access to the Service and Your Account;

**Content Information:**

the information about the content of a website you monitor and its performance , such as metrics concerning its ability to be findable, shareable and optimizable for conversions.

**Privacy Policy:**

the privacy policy of ContentKing, available via <https://www.contentkingapp.com/privacy-policy/>;

**Service:**

the service of ContentKing, which is used to check the Content Information of a website, as further specified in article 3;

**Terms of Use:**

these terms of use of ContentKing;

**User:**

a person who is authorized by You to use the Service on your behalf, by creating for that person a User-account;

**User-account:**

a separate account under Your Account, with separate Login Details, for the creation and use of which You are responsible;

**You (Your):**

you, the person that is using the Service and that has created an Account for the use of the Service;

## Article 2. Applicability

2.1 These terms of use (“Terms of Use”) apply to the Agreement and to every use made by You of the Service. Your terms of use (if any) are excluded.

2.2 ContentKing may at any time change the Terms of Use. The most up-to-date Terms of Use can always be found on the website. If we change the Terms of Use, we will bring the new version of the Terms of Use to Your attention during Your use of the Service. If You continue to use the Service after these Terms of Use have been changed, You accept the changed Terms of Use. If You do not agree to the amended or supplemented Terms of Use, Your only option is to stop using the Service.

## Article 3. The Service

3.1 The Service is an online platform, on which You can monitor the Content Information, based on the metrics of the Service, The Service can identify issues and suggest actions to improve the performance of your content.

3.2 You accept that the Service contains only the functionalities and information that You find at the moment of use (“as is” basis). Except where ContentKing states otherwise in these Terms of Use, ContentKing makes no warranties of any kind, whether express, implied, statutory or otherwise, including but not limited to any warranties of merchantability or fitness for a particular purpose, quality, safety, integrity or accuracy of the Service.

3.3 As part of the Service, you may contact ContentKing or ContentKing may contact you for consultancy services and advice. ContentKing will render best efforts in providing these consultancy services and will advise You to the best of its abilities. ContentKing does not make any warranties or guarantees with regard to the accuracy or fitness for a particular purpose of the information provided in the consultancy services or advice.

## Article 4. Login Details

4.1 You are required to register for the Service. You accept that You are at all times responsible and liable for the use of the Service by third parties via Your Account.

4.2 You may use the Service to create User-accounts for, for instance, Your employees. By creating a User-account, You acknowledge that You are at all times responsible and liable for the use of the Service via that User-account and the User.

4.3 ContentKing may at all times (i) make functional, procedural or technical changes or improvements to the Service and (ii) (temporarily or permanently) take out of service, restrict the use of or terminate one or more Accounts on the Service.

4.4 You are solely responsible for the proper operation of the technical infrastructure necessary to use the Service. ContentKing is never liable for damage or costs on account of transmission errors, malfunctions or non-availability of computer, data or telecom facilities, including the internet.

4.5 If You think Your Login Details have been used or are being used by a third party, You must notify ContentKing immediately via [legal@contentkingapp.com](mailto:legal@contentkingapp.com).

## Article 5. Permitted use of the Service

5.1 You are not permitted to:

1. harm the interests and reputation of ContentKing;
2. engage third parties to perform any of the abovementioned acts.

5.2 ContentKing reserves the right to modify or stop monitoring a website, or to restrict the use of or terminate Your Account if You use the Service contrary to the Terms of Use. If ContentKing decides to do that, ContentKing will notify You of that beforehand.

## Article 6. Intellectual Property Rights

6.1 The Intellectual Property Rights in relation to the Service, including the Intellectual Property Rights with respect to the Content Information, are held by ContentKing or its licensors.

6.2 Under the conditions set out in these Terms of Use, ContentKing will grant to You a limited, personal, revocable, non-exclusive, non-sublicensable and non-transferable right to access and use the Service, including the Content Information, insofar as is necessary for the use of the Service.

6.3 Nothing in these Terms of Use is intended to transfer any Intellectual Property Rights to You. You shall refrain from any act that infringes the Intellectual Property Rights of ContentKing, including – but not limited to – the registration of domain names, trademarks or Google Adwords that are identical or similar to any object to which ContentKing holds Intellectual Property Rights, as well as the reproduction, modification, reverse engineering or publishing of the Service, including the Performance, for other purposes than those listed in the Terms of Use.

## Article 7. Privacy

7.1 By registration, providing Login Details and by using the Service, You will provide personal data to ContentKing. This personal data will be processed in accordance with the Privacy Policy (<https://www.contentkingapp.com/privacy-policy/>) of ContentKing and the applicable laws and regulations.

7.2 If and in so far as the website you subject to the Service contains personal data, you guarantee that you are authorized to have ContentKing process this personal data on your behalf for the sole purpose of providing the Service.

7.3 It may be necessary to transfer your personal data to data centers located outside of the EER. You hereby give your permission to do that, if and in so far this is necessary to provide the Service.

## Article 8. Indemnities and warranties

8.1 You are liable for and will indemnify ContentKing completely against any damages and costs which ContentKing suffers or makes as a result of (i) an attributable breach of the Terms of Use by You, (ii) an (alleged) infringement of Intellectual Property Rights by You, (iii) any use You make of the Service or (iv) an unlawful and/or illegal act. You will reimburse all costs and damages that in any way relate to such a claim.

8.2 You guarantee that You are solely and fully entitled to subject a website to the Service.

8.3 You guarantee that You are entitled to use the Service and that You will act in accordance with the Terms of Use.

## Article 9. Liability

9.1 ContentKing accepts no liability for damages that result from:

1. the use of the Service,
2. the Service being unavailable or the Service not functioning correctly,
3. Performance being inaccurate,
4. loss of data,
5. or any other cause, to the extent that is permitted under mandatory law.

9.2 When ContentKing is liable to Users for damages arising from any cause whatsoever, this liability is at any time limited to paying direct damages up to the amount paid by the User in the previous year, up to an absolute maximum of EUR 1.000,- per event (a sequence of events will be regarded as one event).

### 9.3 Direct damage is understood to mean exclusively:

1. damage to property;
2. reasonable costs incurred to prevent or limit damage to property that could be expected from the event on which the liability is based;
3. reasonable costs incurred in determining the cause of the damage to property.

9.4 Any liability of ContentKing for damage other than direct damage (“indirect damages”), including – but not limited to – consequential damages, loss and/or damage of data, loss of profits and lost sales, is fully excluded.

9.5 The limitations and exclusions of liability mentioned in the preceding paragraphs of this article will lapse if and in so far as the damage is the result of intentional or willful recklessness on the part of ContentKing or her managers (“own actions”).

9.6 The creation of any right to compensation is always conditional on You reporting the damage to ContentKing in writing as soon as possible after it has come about. Any claim for compensation vis-à-vis ContentKing will be cancelled simply by the expiry of twelve months after the damage first arose.

## Article 10. Force majeure

10.1 Neither ContentKing nor You are liable to perform any obligation, including any warranty obligation agreed between the parties, if prevented therefrom by force majeure.

10.2 Force majeure is taken to mean inter alia: power failures, strikes, riots, government measures, fire, natural disasters, floods, failure of suppliers of ContentKing, shortcomings by third parties which were engaged by ContentKing, disruption of the internet connection, hardware failures and failures in (telecommunication) networks.

## Article 11. Payment

11.1 You will pay for the Service in accordance with the pricing information as listed at <https://www.contentkingapp.com/pricing/>.

11.2 The pricing information may change from time to time. Any changes to the prejudice of You will be brought to Your attention beforehand.

## Article 12. Termination

12.1 ContentKing is entitled to terminate the Agreement in case of any breach of the Terms of Use by You.

12.2 In case of a termination for any reason whatsoever, no obligation to undo any performance already delivered will arise from the termination of the Agreement.

12.3 You are at any moment entitled to discontinue the use of the Service and to terminate Your Account.

## Article 13. Miscellaneous

13.1 These Terms of Use and the use of the Service are subject to Dutch law.

13.2 To the extent that national or international rules of law do not prescribe mandatory conditions to the contrary, any and all disputes arising from or related to the Service or the Terms of Use will be brought before the competent court in Amsterdam.

13.3 ContentKing may transfer rights and obligations arising from these Terms of Use to third parties and will notify You of this. When You do not accept the transfer of rights and obligations You may discontinue the use of the Service and terminate Your Account.

13.4 If at any time any provision of these Terms of Use is or becomes illegal, void or invalid for any reason whatsoever, such invalidity shall not affect the validity of the remainder of the Terms of Use and such invalid provision shall be replaced by such other provision which, being valid in all respects, shall have effect as close as possible to that of such replaced one.