

END USER LICENSE AGREEMENT (EULA) for SaaS Service

Last Updated: [2025/8/8]

This End User License Agreement ("Agreement") is a legal agreement between you ("User," "you," or "your") and [Meisi Interactive Advertising (Beijing) Co., Ltd.] ("Company," "we," "us," or "our"), governing your use of our software-as-a-service product (the "Service").

PLEASE READ THIS AGREEMENT CAREFULLY BEFORE USING THE SERVICE. BY CLICKING "I AGREE," REGISTERING AN ACCOUNT, OR ACCESSING OR USING THE SERVICE, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU ARE ENTERING INTO THIS AGREEMENT ON BEHALF OF A COMPANY OR OTHER LEGAL ENTITY, YOU REPRESENT THAT YOU HAVE THE AUTHORITY TO BIND SUCH ENTITY TO THIS AGREEMENT.

1. Grant of License

Subject to your compliance with the terms of this Agreement, Company hereby grants you a limited, non-exclusive, non-transferable, non-sublicensable, and revocable license to access and use the Service for your internal business purposes during the subscription term you have selected.

2. Account Registration

You must register for an account to access the Service. You agree to provide accurate, current, and complete information during the registration process and to update such information to keep it accurate. You are responsible for safeguarding your account password and for all activities that occur under your account.

3. Restrictions

You shall not, and shall not permit any third party to:

- a) license, sell, rent, lease, transfer, assign, distribute, host, or otherwise commercially exploit the Service;
- b) modify, make derivative works of, disassemble, reverse compile, or reverse engineer any part of the Service;
- c) access the Service in order to build a competitive product or service or for any other competitive purposes;

d) use the Service to store or transmit infringing, libelous, or otherwise unlawful or tortious material, or to store or transmit material in violation of third-party rights, including privacy rights;

e) use the Service to store or transmit viruses, worms, or other malicious code;

f) interfere with or disrupt the integrity or performance of the Service or third-party data contained therein.

4. Intellectual Property

The Service, including its original content, features, functionality, and all intellectual property rights therein, are and will remain the exclusive property of Company and its licensors. This Agreement does not transfer any intellectual property rights from Company to you.

5. Fees and Payment

If the Service is provided for a fee, you agree to pay all applicable fees as described on our pricing page. Fees are non-refundable except as required by law or as otherwise stated in this Agreement.

6. Term and Termination

This Agreement remains in effect while you use the Service. We may terminate or suspend your account and access to the Service immediately, without prior notice or liability, for any reason, including if you breach this Agreement. Upon termination, your right to use the Service will cease immediately.

7. Disclaimer of Warranties

THE SERVICE IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT ANY WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

8. Limitation of Liability

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT SHALL COMPANY, ITS DIRECTORS, EMPLOYEES, OR AGENTS BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS OR DATA, ARISING OUT OF OR IN CONNECTION WITH YOUR USE OF THE SERVICE.

9. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of [Your State/Country], without regard to its conflict of law provisions.

10. Changes to This Agreement

We reserve the right, at our sole discretion, to modify or replace this Agreement at any time. We will provide notice of material changes. By continuing to access or use our Service after those revisions become effective, you agree to be bound by the revised terms.

11. Contact Us

If you have any questions about this Agreement, please contact us at: [info@chestnutent.com].