



## Terms and Conditions

### 1. Introduction

Welcome to **AYRA**, a social publishing/digital platform developed by **Ayra Technologies Private Limited**, Bangalore, India ("we", "us", "our"). These Terms and Conditions ("Terms") form a binding legal contract between you, the user, and us. Your access to and use of **AYRA** which includes [writing articles, reading articles, listening articles, watching articles, viewing advertisement etc.] (the "Services") is subject to these Terms.

### 2. Definitions

In this agreement, the following terms will be used:

"User Content" refers to all information, data, text, images, and other content that a user submits to or uses with the Services.

"AYRA Content" refers to all information, data, text, images, and other content that is provided by us or on our behalf in connection with the Services.

### 3. Acceptance of Terms

By accessing and using our Services, you acknowledge that you have read, understood, and agree to be bound by these Terms. If you do not agree to these terms, you should not access or use our Services.

### 4. Changes to Terms

We may modify these Terms at any time. We will always post the most current version on our website. If a modification meaningfully reduces your rights, we will notify you.

### 5. Personal Data and Privacy

We collect basic personal information from our users. This data is used to present relevant articles to users and to present relevant ads. By using the Services, users consent to the collection and use of this information as outlined in our Privacy Policy.



## 6. Disclaimers and Limitation of Liability

The Services are provided "as is" without warranty of any kind, express or implied. We disclaim all warranties, express or implied, including but not limited to, implied warranties of merchantability and fitness for a particular purpose.

In no event shall **AYRA**, its directors, employees, partners, agents, suppliers, or affiliates, be liable for any indirect, incidental, special, consequential or punitive damages, including without limitation, loss of profits, data, use, goodwill, or other intangible losses, resulting from your access to or use of or inability to access or use the Service.

## 7. Content on the Services

You are responsible for the content you submit to the Services. You should only submit content that you are comfortable sharing with others.

## 8. Your Account

Users are responsible for creating and maintaining the confidentiality of their account passwords. You are responsible for all activities that occur in connection with your account. You agree to notify us immediately of any unauthorized access or use of your account.

## 9. User Content and Conduct

Users are solely responsible for the User Content they post on **AYRA**. We are not responsible for verifying the authenticity or originality of User Content nor are we liable for any consequences resulting from plagiarism or copyright infringement.

The content, data, or images in external links included within User Content are not under our control, and the user who posts such content is solely responsible for any issues or liabilities arising from such external links.

Inappropriate, offensive, or harmful content or conduct is not acceptable on **AYRA**. We reserve the right to remove any User Content that we determine, in our sole discretion, violates these Terms or is otherwise harmful to the Services or its users.

## 10. Advertisements and Promotions

**AYRA** provides a platform for connecting readers and writers. We may run advertisements and promotions from third parties on the Services. Your business dealings or correspondence with, or participation in promotions of, advertisers other than **AYRA**, and



any terms, conditions, warranties or representations associated with such dealings, are solely between you and such third party.

We are not responsible or liable for the content of advertisements displayed on our platform. Advertisements are provided by our advertising partners and are based on user cookies.

## 11. Content Removal

We reserve the right, but are not obligated, to remove any content for any reason, including content that violates these Terms.

## 12. Copyright Policy

AYRA respects the intellectual property rights of others and expects users of the Services to do the same.

## 13. Termination

We reserve the right, in our sole discretion, to terminate or suspend any user's access to our Services, at any time, for any reason, and without prior notice.

## 14. Disputes

All disputes related to these Terms or the Services will be governed by the laws of India and will be exclusively resolved by the courts located in Bangalore, India.

## 15. Indemnity

You agree to indemnify and hold harmless **AYRA** and its respective officers, directors, employees, contractors, agents, licensors, suppliers, successors, and assigns from and against any claims, liabilities, damages, judgments, awards, losses, costs, expenses or fees (including reasonable attorneys' fees) arising out of or relating to your violation of these Terms or your use of the Service, including, but not limited to, your User Content, any use of the Service's content, services, and products other than as expressly authorized in these Terms or your use of any information obtained from the Service.



## 16. Cooperation with Government Authorities

We will cooperate fully with any law enforcement authorities or court orders requesting or directing us to disclose the identity or other information of anyone posting any materials on or through the Services.

## 17. Author Earnings & Tax Obligations

All earnings made through **AYRA** for resident Indian authors are subject to applicable tax laws within the jurisdiction of the Republic of India. Authors are solely responsible for all tax liabilities that arise from their earnings and they are expected to report and pay taxes as per the rules and regulations of the Republic of India. We will provide the necessary tax documents and information from our end as required by law. Earnings through **AYRA** are currently only for resident Indian authors; individuals residing outside India are not eligible for earnings at this time.

## 18. Non-resident Users

Individuals residing outside India cannot hold **AYRA** or **Ayra Technologies Private Limited** liable for any content on the platform. By accessing and using our Services, non-resident users acknowledge their understanding of this clause and agree to its terms.

## 19. Your Use of the Services

You may use the Services only if you agree to form a binding contract with **AYRA** and are not a person barred from receiving services under the laws of India or other applicable jurisdictions.

## 20. License Grant

Subject to these Terms, we grant each user of the Services a worldwide, non-exclusive, non-sublicensable and non-transferable license to use (i.e., to download and display locally) Content solely for personal, non-commercial purposes.

## 21. Content Rights

You own the rights to the content you create and post on **AYRA**. By posting content to **AYRA**, you give us a nonexclusive license to publish it on **AYRA** Services, including anything reasonably related to publishing it (like storing, displaying, reformatting, and distributing it).



## 22. Safety

We do our best to keep **AYRA** safe, but we cannot guarantee it. We need your help to keep **AYRA** safe, which includes the following commitments by you:

- You will not post unauthorized commercial communications (such as spam) on **AYRA**.
- You will not collect users' content or information, or otherwise access **AYRA**, using automated means (such as harvesting bots, robots, spiders, or scrapers) without our prior permission.
- You will not engage in unlawful multi-level marketing, such as a pyramid scheme, on **AYRA**.
- You will not upload viruses or other malicious code.
- You will not solicit login information or access an account belonging to someone else.

## 23. General Prohibitions

You agree not to do any of the following while using the Services:

- Post, publish, or distribute any defamatory, obscene, pornographic, abusive, or otherwise illegal material.
- Threaten or harass another person, or promote discrimination, hatred, or violence.
- Use the Services or any Content for any commercial purpose or the benefit of any third party or in any manner not permitted by these Terms.
- Violate any applicable law or regulation like Privacy Laws, Intellectual Property Laws, Consumer Protection Laws, IT and Cyber Laws, Tax Laws etc.

## 24. Waiver and Severability

Our failure to enforce a provision is not a waiver of its right to do so later. If a provision is found unenforceable, the remaining provisions of the Terms will remain in full effect and an enforceable term will be substituted reflecting our intent as closely as possible.

If you have any questions or concerns about these Terms, please contact us at [contact@ayra.tech](mailto:contact@ayra.tech)