

REPORTLY

Terms and Conditions of Service

Effective Date: May 26, 2026 | Version 1.0

IMPORTANT: Please read these Terms and Conditions carefully before using the Reportly platform. By installing the Reportly application through the Shopify App Store, creating an account, or accessing any Reportly services, you agree to be bound by these Terms. If you do not agree to all of these Terms, do not use the Service.

1. DEFINITIONS AND INTERPRETATION

In these Terms, unless the context otherwise requires, the following definitions apply:

"Agreement" means these Terms and Conditions, together with the Privacy Policy, Acceptable Use Policy, and any other policies referenced herein, as amended from time to time.

"Authorized Users" means the individuals who are authorized by You to access and use the Service under Your account, including Your employees, contractors, and agents.

"Confidential Information" means all non-public information disclosed by either party to the other, whether orally, in writing, or by other means, including but not limited to business data, analytics, algorithms, trade secrets, customer lists, and technical information.

"Customer Data" means all data, information, and content that You or Your Authorized Users submit, upload, or transmit to or through the Service, including but not limited to product catalogs, order data, return data, inventory levels, and sales figures sourced from Your connected platforms.

"Insights" means any analytics, predictions, recommendations, health scores, intelligence reports, or other outputs generated by the Service based on Your Customer Data.

"Platform" or "Service" means the Reportly software-as-a-service platform, including all features, tools, APIs, integrations, dashboards, and related documentation provided by Reportly.

"Reportly", "We", "Us", or "Our" means Reportly Limited and its affiliates, successors, and assigns.

"Subscription" means the paid plan You select, billed through the Shopify Billing API on a recurring monthly basis.

"Third-Party Services" means any services, platforms, applications, or data sources that integrate with or are accessed through the Service, including but not limited to Shopify, Mirakl, Loop Returns, Criteo, Faire, and any future integration partners.

"You", "Your", or "Customer" means the individual, company, or legal entity that registers for and uses the Service, including all Authorized Users under that account.

2. ACCEPTANCE OF TERMS

2.1 Agreement to Terms

By installing the Reportly application from the Shopify App Store, clicking "Accept" or "Approve" during the installation process, or by accessing or using the Service in any manner, You acknowledge that You have read, understood, and agree to be bound by this Agreement in its entirety.

2.2 Authority to Bind

If You are accepting these Terms on behalf of a company or other legal entity, You represent and warrant that You have the authority to bind such entity and its affiliates to this Agreement. If You do not have such authority, or if You do not agree with these Terms, You must not accept this Agreement and may not use the Service.

2.3 Modifications to Terms

Reportly reserves the right to modify these Terms at any time. We will provide at least thirty (30) days' written notice of material changes via email or in-app notification. Your continued use of the Service after the effective date of any modifications constitutes acceptance of the updated Terms. If You do not agree to the modified Terms, You must discontinue use of the Service before they take effect.

2.4 Minimum Age

You must be at least eighteen (18) years of age to use the Service. By using the Service, You represent and warrant that You meet this age requirement.

3. SERVICE DESCRIPTION

3.1 Platform Overview

Reportly is an analytics and intelligence platform designed for fashion and retail brands. The Service aggregates product, order, return, and inventory data from connected platforms to provide unified analytics, return intelligence, inventory optimization recommendations, and predictive insights.

3.2 Shopify Requirement

Reportly requires an active Shopify store. Shopify serves as the platform foundation, providing authentication (OAuth), billing (Shopify Billing API), product catalog management (source of truth for SKUs), and user identity. You must maintain an active Shopify store in good standing to use the Service.

3.3 Third-Party Integrations

The Service may connect to Third-Party Services including but not limited to Mirakl (marketplace data for Macy's, Nordstrom, Bloomingdale's), Loop Returns (return intelligence), Criteo (marketing intelligence), and Faire (wholesale channel data). These integrations are enrichment connectors that map data back to Your Shopify product catalog. Reportly is not responsible for the availability, accuracy, or functionality of any Third-Party Service.

3.4 No Guarantee of Results

While Reportly strives to provide accurate and useful analytics, the Service is a decision-support tool only. We do not guarantee any specific business outcomes, revenue increases, cost savings, return rate reductions, or other results from use of the Platform. Business decisions made based on Insights from the Platform are made entirely at Your own risk and discretion.

4. ACCOUNT REGISTRATION AND BILLING

4.1 Account Creation

Your Reportly account is created automatically when You install the Reportly application from the Shopify App Store and approve the required permissions. One Shopify store equals one Reportly tenant. You are responsible for maintaining the confidentiality of Your account credentials and for all activities that occur under Your account.

4.2 Billing Through Shopify

All billing is processed through the Shopify Billing API. By approving the recurring application charge during installation, You authorize Shopify to charge the applicable Subscription fees to Your Shopify account on a monthly basis. Reportly does not directly process, store, or have access to Your payment card information.

4.3 Free Trial

New accounts receive a fourteen (14) day free trial with full access to all features. No credit card is required during the trial period. At the end of the trial, Your Subscription will automatically convert to the selected paid plan unless You uninstall the application before the trial expires.

4.4 Subscription Plans and Pricing

Reportly offers tiered Subscription plans. Current pricing is published on our website and within the Shopify App Store listing. We reserve the right to modify pricing with at least thirty (30) days' advance written notice. Price changes will take effect at the start of Your next billing cycle following the notice period.

4.5 Refunds

Due to the nature of the Service and the immediate access to data analytics upon installation, Reportly generally does not offer refunds for any Subscription fees already charged. Refund requests may be considered on a case-by-case basis at Our sole discretion. Refunds, if granted, will be processed through Shopify's billing system.

4.6 Taxes

All fees are exclusive of applicable taxes. You are responsible for paying all taxes, levies, and duties imposed by taxing authorities in connection with Your use of the Service, except for taxes based on Reportly's net income.

5. DATA, PRIVACY, AND SECURITY

5.1 Customer Data Ownership

You retain all rights, title, and interest in and to Your Customer Data. Reportly does not claim ownership of any Customer Data. By using the Service, You grant Reportly a limited, non-exclusive, worldwide license to access, process, store, and analyze Your Customer Data solely for the purpose of providing and improving the Service.

5.2 Data Processing

Reportly processes Customer Data to generate Insights, including but not limited to: calculating health scores, return predictions, sizing intelligence, inventory optimization recommendations, profitability analysis, and trend detection. This processing is performed using automated algorithms and does not involve manual review of Your data by Reportly personnel except as necessary for technical support at Your request.

5.3 Aggregated and Anonymized Data

Reportly may create aggregated and anonymized datasets derived from Customer Data that cannot be used to identify You or any individual. Reportly may use such aggregated data for purposes including but not limited to improving the Service, developing new features, conducting research, and generating industry benchmarks. This right survives termination of this Agreement.

5.4 Data Security

Reportly implements commercially reasonable administrative, technical, and physical safeguards designed to protect Customer Data from unauthorized access, disclosure, alteration, and destruction. These measures include but are not limited to encryption at rest and in transit, access controls, regular security assessments, and compliance with industry-standard security practices. However, no method of electronic transmission or storage is 100% secure, and We cannot guarantee absolute security.

5.5 Data Retention and Deletion

Customer Data is retained for the duration of Your active Subscription. Upon termination of Your account, Reportly will delete Your Customer Data within ninety (90) days, except as required to comply with legal obligations, resolve disputes, or enforce agreements. You may request data export or deletion at any time by contacting support.

5.6 Privacy Policy

Our collection, use, and disclosure of personal information is governed by our Privacy Policy, which is incorporated into this Agreement by reference. By using the Service, You consent to the data practices described in the Privacy Policy.

5.7 GDPR and Data Protection Compliance

To the extent that Customer Data includes personal data subject to the European General Data Protection Regulation (GDPR), the UK Data Protection Act 2018, or similar data protection legislation, Reportly will process such data in accordance with applicable law. Where required, Reportly will enter into a Data Processing Agreement (DPA) with You upon request.

6. ACCEPTABLE USE AND RESTRICTIONS

6.1 Permitted Use

You may use the Service solely for Your internal business purposes in accordance with the Subscription plan You have selected and these Terms. You agree to use the Service in compliance with all applicable laws, regulations, and third-party agreements (including the Shopify Terms of Service and any applicable marketplace terms).

6.2 Prohibited Conduct

You agree not to, and will not permit any Authorized User or third party to:

- (a) Copy, modify, adapt, translate, reverse engineer, decompile, disassemble, or create derivative works based on the Service or any underlying technology;
- (b) License, sublicense, sell, resell, transfer, assign, distribute, or otherwise commercially exploit or make available to any third party the Service or any content obtained through the Service;
- (c) Access the Service for the purpose of building a competitive product or service, or for benchmarking or other competitive analysis;
- (d) Use the Service to process data on behalf of any third party, or operate the Service as a service bureau;
- (e) Attempt to gain unauthorized access to the Service, other accounts, computer systems, or networks connected to the Service;
- (f) Transmit any viruses, worms, defects, Trojan horses, malware, or any items of a destructive nature through the Service;
- (g) Use the Service in any manner that could damage, disable, overburden, or impair the Service or interfere with any other party's use of the Service;
- (h) Use any automated means, including robots, crawlers, or scrapers, to access the Service for any purpose without Our express written consent;
- (i) Upload or transmit any Customer Data that You do not have the right to share, or that infringes upon the intellectual property rights of any third party;
- (j) Use the Service for any unlawful purpose or in violation of any applicable local, state, national, or international law or regulation.

6.3 Usage Limits

Your Subscription plan may include usage limits such as the number of orders processed per month, number of connected channels, or API call volumes. If You exceed these limits, Reportly may throttle Your access, require You to upgrade to a higher-tier plan, or charge overage fees as specified in Your plan details.

7. INTELLECTUAL PROPERTY

7.1 Reportly IP

The Service, including all software, algorithms, models, machine learning outputs, user interface designs, documentation, trade secrets, and all improvements and modifications thereto, are and shall remain the exclusive property of Reportly and its licensors. This Agreement does not convey to You any rights of ownership in or related to the Service. All rights not expressly granted herein are reserved by Reportly.

7.2 Feedback

If You provide any suggestions, ideas, enhancement requests, recommendations, or other feedback regarding the Service ("Feedback"), You hereby assign to Reportly all rights in such Feedback and agree that Reportly shall be free to use, disclose, reproduce, license, and otherwise exploit the Feedback without restriction or obligation to You.

7.3 Trademarks

The Reportly name, logo, and all related product and service names, designs, and slogans are trademarks of Reportly. You may not use such marks without Our prior written permission. All other names, logos, product and service names, designs, and slogans are the trademarks of their respective owners.

8. DISCLAIMERS AND LIMITATION OF LIABILITY

8.1 Service Provided "As Is"

THE SERVICE AND ALL INSIGHTS, ANALYTICS, PREDICTIONS, RECOMMENDATIONS, AND OTHER OUTPUTS ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTIES OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, REPORTLY DISCLAIMS ALL WARRANTIES, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NON-INFRINGEMENT, AND ANY WARRANTIES ARISING FROM COURSE OF DEALING OR USAGE OF TRADE.

8.2 No Warranty of Accuracy

REPORTLY DOES NOT WARRANT THAT: (A) THE INSIGHTS, PREDICTIONS, HEALTH SCORES, RETURN FORECASTS, INVENTORY RECOMMENDATIONS, SIZING INTELLIGENCE, OR ANY OTHER ANALYTICS OUTPUT WILL BE ACCURATE, COMPLETE, RELIABLE, OR ERROR-FREE; (B) THE SERVICE WILL MEET YOUR SPECIFIC REQUIREMENTS OR EXPECTATIONS; (C) THE SERVICE WILL BE UNINTERRUPTED, TIMELY, SECURE, OR FREE FROM DEFECTS; (D) ANY ERRORS OR DEFECTS IN THE SERVICE WILL BE CORRECTED; OR (E) THE RESULTS OBTAINED FROM USE OF THE SERVICE WILL BE ACCURATE OR RELIABLE.

8.3 Analytics and Predictions Disclaimer

You expressly acknowledge and agree that:

- (a) All analytics, predictions, return rate forecasts, health scores, sizing intelligence, and recommendations generated by the Service are algorithmic estimates based on historical data patterns and should not be treated as guarantees or certainties;
- (b) Predicted return rates, sales forecasts, inventory recommendations, and other forward-looking Insights are inherently uncertain and may differ materially from actual results;
- (c) The accuracy of Insights depends on the quality, completeness, and timeliness of the Customer Data provided through connected platforms, and Reportly is not responsible for inaccuracies arising from incomplete, incorrect, or delayed data from Third-Party Services;
- (d) Health scores, product grades, and risk classifications are relative measures based on configurable thresholds and should be interpreted in the context of Your specific business circumstances;
- (e) Recommendations regarding pricing adjustments, inventory reorders, markdown timing, size allocation, and other business actions are suggestions only and should be validated against Your own business judgment, market knowledge, and professional advice before implementation;
- (f) You are solely responsible for any business decisions made based on Insights from the Service, including but not limited to purchasing decisions, pricing changes, inventory adjustments, marketing spend allocation, and product discontinuation decisions.

8.4 Third-Party Data Disclaimer

Reportly aggregates data from Third-Party Services including Shopify, Mirakl, Loop Returns, and others. Reportly does not control, verify, or guarantee the accuracy, completeness, or timeliness of data provided by Third-Party Services. Data synchronization delays, API limitations, rate limiting, schema changes, or errors in Third-Party Services may result in incomplete or inaccurate data within the Platform. Reportly shall not be liable for any losses or damages arising from inaccuracies in data sourced from Third-Party Services.

8.5 Service Availability

While Reportly strives to maintain high availability, We do not guarantee that the Service will be available at all times. The Service may be subject to interruptions, including but not limited to: scheduled maintenance (for which We will endeavor to provide advance notice), unscheduled downtime due to technical issues, force majeure events, Third-Party Service outages or API changes, infrastructure provider failures, and security incidents. Reportly shall not be liable for any losses, damages, or missed business opportunities arising from Service unavailability.

8.6 Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT SHALL REPORTLY, ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, SUPPLIERS, OR LICENSORS BE LIABLE FOR ANY OF THE FOLLOWING, WHETHER BASED ON WARRANTY, CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, OR ANY OTHER LEGAL THEORY, WHETHER OR NOT REPORTLY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES:

(A) ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES; (B) LOSS OF PROFITS, REVENUE, BUSINESS, SAVINGS, OR GOODWILL; (C) LOSS OF OR DAMAGE TO DATA; (D) COST OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; (E) BUSINESS INTERRUPTION OR DOWNTIME COSTS; (F) LOSSES ARISING FROM BUSINESS DECISIONS MADE BASED ON INSIGHTS, ANALYTICS, PREDICTIONS, OR RECOMMENDATIONS PROVIDED BY THE SERVICE; (G) LOSSES ARISING FROM INVENTORY PURCHASING DECISIONS, PRICING CHANGES, MARKETING SPEND, OR OPERATIONAL CHANGES INFLUENCED BY THE SERVICE; (H) LOSSES ARISING FROM INACCURATE PREDICTIONS, INCORRECT HEALTH SCORES, ERRONEOUS RETURN FORECASTS, OR FLAWED RECOMMENDATIONS; (I) LOSSES CAUSED BY DATA INACCURACIES FROM THIRD-PARTY SERVICES; OR (J) ANY OTHER LOSSES THAT ARE NOT DIRECTLY AND SOLELY CAUSED BY REPORTLY'S GROSS NEGLIGENCE OR WILLFUL MISCONDUCT.

8.7 Cap on Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, REPORTLY'S TOTAL AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT SHALL NOT EXCEED THE GREATER OF: (A) THE TOTAL AMOUNT OF FEES PAID BY YOU TO REPORTLY DURING THE TWELVE (12) MONTH PERIOD IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO THE CLAIM; OR (B) ONE HUNDRED US DOLLARS (USD \$100.00).

8.8 Essential Basis of the Agreement

You acknowledge and agree that the disclaimers, exclusions, and limitations of liability set forth in this Section 8 are essential elements of this Agreement and represent a reasonable allocation of risk between the parties. Reportly would not provide the Service without these limitations. Some jurisdictions do not allow the exclusion or limitation of certain warranties or liabilities; in such jurisdictions, Our liability shall be limited to the maximum extent permitted by law.

9. INDEMNIFICATION

9.1 Your Indemnification Obligations

You agree to indemnify, defend, and hold harmless Reportly and its officers, directors, employees, agents, successors, and assigns from and against any and all claims, demands, losses, damages, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to: (a) Your use of the Service; (b) Your breach of this Agreement; (c) Your violation of any applicable law or regulation; (d) Your Customer Data or any content You submit through the Service; (e) any business decisions You make based on Insights from the Service; (f) any claim by a third party related to Your use of the Service; or (g) Your negligence or willful misconduct.

9.2 Indemnification Procedure

Reportly will promptly notify You of any claim subject to indemnification and will provide reasonable cooperation at Your expense. You shall not settle any claim without Reportly's prior written consent if the settlement would impose any obligation on Reportly or would not include a full release of all claims against Reportly.

10. TERM AND TERMINATION

10.1 Term

This Agreement commences on the date You first install or access the Service and continues until terminated by either party in accordance with this Section.

10.2 Termination by You

You may terminate this Agreement at any time by uninstalling the Reportly application from Your Shopify store. Upon uninstallation, Your Subscription will be canceled through the Shopify Billing API and no further charges will be applied. No refund will be provided for any remaining portion of a prepaid billing period.

10.3 Termination by Reportly

Reportly may terminate or suspend Your access to the Service immediately, without prior notice or liability, if: (a) You breach any material provision of this Agreement; (b) Your Shopify store is suspended, terminated, or otherwise becomes inactive; (c) You fail to pay any applicable fees when due; (d) We reasonably believe Your use of the Service poses a security risk or may adversely affect the Service for other customers; or (e) We are required to do so by law or a government authority.

10.4 Effect of Termination

Upon termination: (a) all rights and licenses granted to You under this Agreement will immediately cease; (b) You must immediately stop using the Service; (c) Reportly will delete Your Customer Data within ninety (90) days, subject to legal retention requirements; (d) any outstanding fees owed by You will become immediately due and payable; and (e) Sections 5.3, 7, 8, 9, 10.4, 11, 12, 13, and 14 shall survive termination.

10.5 Data Export

You may request an export of Your Customer Data at any time during Your active Subscription. Upon receiving a termination notice, Reportly will provide a reasonable period (not less than thirty (30) days) for You to export Your data before deletion.

11. CONFIDENTIALITY

Each party agrees to maintain the confidentiality of the other party's Confidential Information and to not disclose such information to any third party without the prior written consent of the disclosing party, except as required by law. Each party agrees to use the other party's Confidential Information solely for the purposes of this Agreement. These confidentiality obligations shall survive for three (3) years following the termination of this Agreement.

12. FORCE MAJEURE

Neither party shall be liable for any failure or delay in performing its obligations under this Agreement to the extent that such failure or delay is caused by circumstances beyond the party's reasonable control, including but not limited to: acts of God, natural disasters, epidemics or pandemics, war, terrorism, civil unrest, government actions or restrictions, power outages, internet or telecommunications failures, cyberattacks, Third-Party Service outages or API changes, failures of hosting or infrastructure providers, and labor disputes. The affected party shall use commercially reasonable efforts to mitigate the impact and resume performance as soon as practicable.

13. DISPUTE RESOLUTION AND GOVERNING LAW

13.1 Governing Law

This Agreement shall be governed by and construed in accordance with the laws of England and Wales, without regard to its conflict of law provisions.

13.2 Informal Resolution

Before initiating any formal dispute resolution proceedings, the parties agree to first attempt to resolve any dispute informally by contacting each other in writing. The parties shall negotiate in good faith for a period of not less than thirty (30) days before pursuing other remedies.

13.3 Jurisdiction

Any legal action or proceeding arising out of or related to this Agreement shall be brought exclusively in the courts of England and Wales, and each party irrevocably submits to the exclusive jurisdiction of such courts.

13.4 Class Action Waiver

TO THE FULLEST EXTENT PERMITTED BY LAW, YOU AND REPORTLY EACH WAIVE THE RIGHT TO A JURY TRIAL AND THE RIGHT TO PARTICIPATE IN A CLASS ACTION, COLLECTIVE ACTION, OR REPRESENTATIVE PROCEEDING. ANY DISPUTE RESOLUTION PROCEEDINGS WILL BE CONDUCTED ON AN INDIVIDUAL BASIS ONLY.

14. GENERAL PROVISIONS

14.1 Entire Agreement

This Agreement, together with the Privacy Policy and any other policies referenced herein, constitutes the entire agreement between You and Reportly with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements, proposals, representations, and understandings, whether written or oral.

14.2 Severability

If any provision of this Agreement is held to be invalid, illegal, or unenforceable, the remaining provisions shall continue in full force and effect. The invalid or unenforceable provision shall be modified to the minimum extent necessary to make it valid and enforceable while preserving the parties' original intent.

14.3 Waiver

No waiver of any term or condition of this Agreement shall be deemed a further or continuing waiver of such term or any other term. Reportly's failure to assert any right or provision under this Agreement shall not constitute a waiver of such right or provision.

14.4 Assignment

You may not assign or transfer this Agreement or any of Your rights or obligations hereunder, in whole or in part, without Reportly's prior written consent. Reportly may assign this Agreement in connection with a merger, acquisition, corporate reorganization, or sale of all or substantially all of its assets without Your consent. Subject to the foregoing, this Agreement shall bind and inure to the benefit of the parties and their respective successors and permitted assigns.

14.5 No Third-Party Beneficiaries

This Agreement does not create any third-party beneficiary rights in any individual or entity that is not a party to this Agreement.

14.6 Notices

All notices under this Agreement shall be in writing and shall be deemed given when delivered by email to the address associated with Your account (for notices to You) or to legal@reportly.io (for

notices to Reportly). Reportly may also provide notices through the Service or via the Shopify app notification system.

14.7 Independent Contractors

The relationship between You and Reportly is that of independent contractors. Nothing in this Agreement shall be construed to create a partnership, joint venture, franchise, or agency relationship between the parties.

14.8 Export Compliance

You agree to comply with all applicable export control laws and regulations in Your use of the Service. You represent and warrant that You are not located in, or a resident or national of, any country subject to trade sanctions or embargoes.

14.9 Accessibility

Reportly is committed to making the Service accessible. If You experience accessibility issues with the Service, please contact Our support team and We will work to address Your concerns.

15. SPECIFIC RISK DISCLOSURES

In addition to the general disclaimers in Section 8, You specifically acknowledge and accept the following risks:

15.1 Inventory and Purchasing Decisions

Any inventory recommendations, restock alerts, reorder-by dates, smart restock quantities, days-of-cover calculations, or stockout predictions provided by the Service are estimates based on historical patterns and algorithmic models. Actual demand may vary significantly due to factors including seasonality, market conditions, promotional activities, supply chain disruptions, and consumer behavior changes that the Service cannot fully predict. Reportly shall not be liable for any overstocking, understocking, dead stock, missed sales, or excess inventory costs resulting from reliance on the Service's inventory intelligence.

15.2 Return Rate Predictions

Return rate predictions, return window intelligence, velocity curves, and projected return rates are statistical models based on historical return patterns. Actual return rates may differ due to changes in product quality, customer expectations, marketplace policies, seasonal variations, or other factors. Reportly shall not be liable for losses arising from actual return rates that differ from predicted rates.

15.3 Pricing and Profitability

Any pricing recommendations, discount simulations, break-even calculations, margin analyses, or profitability assessments are based on cost data and assumptions provided by You or derived from connected platforms. Reportly does not verify the accuracy of cost inputs and shall not be liable for losses arising from pricing decisions based on incorrect or incomplete cost data. True landed cost calculations are estimates and may not account for all cost components.

15.4 Data Synchronization

Data is synchronized from Third-Party Services at regular intervals and is not real-time. There may be delays between when events occur in Your connected platforms and when they are reflected in the Service. During synchronization delays, analytics and Insights may be based on stale data. Reportly shall not be liable for any decisions made based on data that was not yet synchronized at the time of access.

15.5 Algorithm Changes

Reportly continuously improves its algorithms and models. Algorithm updates may result in changes to health scores, predictions, recommendations, and other Insights for the same underlying data. Historical Insights may be recalculated and may change. Reportly shall not be liable for any confusion or adverse consequences arising from algorithm updates.

15.6 Multi-Channel Data Mapping

When data is aggregated across multiple channels and platforms, product matching, SKU mapping, and return reason categorization involve automated classification processes that may contain errors. Products may be incorrectly matched across platforms, or return reasons may be incorrectly categorized. Reportly shall not be liable for losses arising from data mapping errors.

16. CONTACT INFORMATION

If You have any questions about these Terms, please contact Us at:

Reportly

Email: legal@reportly.io

Support: support@reportly.io

End of Terms and Conditions