

General Terms of Use of urBIZassist Website

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PLEASE READ THESE TERMS OF USE CAREFULLY BEFORE USING urBIZassist WEBSITE (“TERMS OF USE”)

1. BACKGROUND

1.1 urBIZassist seeks to support and promote the growth and success of start-ups and small businesses through sharing templates and connecting entrepreneurs with experienced mentors and specialists.

1.2 These Terms of Use tell site User (“User”, “you”) the rules for using urBIZassist website. By joining or otherwise making use of urBIZassist website, the User is deemed to have read and understood these Terms of Use and agrees to be bound by them. The term "user" may also encompass any agent, affiliate, representative, or third party acting on behalf of the individual or entity accessing the website or its services.

2. USE OF SITE

2.1 By using urBIZassist website, you confirm that you accept these Terms of Use and that you agree to comply with them. If you do not agree to these terms, you must not use urBIZassist site. We recommend that you print a copy of these terms for future reference.

3. OTHER TERMS

3.1. These Terms of Use refer to the following additional terms, which also apply to the user of urBIZassist site. Our General Terms and Conditions set out the permitted and prohibited uses of our site and must be complied with when using our site.

3.2 If you purchase Service from our site, urBIZassist General Terms and Conditions will also apply to you.

4. CHANGES TO TERMS AND SITE

4.1.urBIZassist may update and change our site from time to time to reflect changes to users' needs, and business priorities. Every time you wish to use urBIZassist site, please check these terms to ensure you understand the terms that apply at that time.

4.2. Parts of urBIZassist site are made available free of charge. We do not guarantee that our site, or any content on it, will always be available or be uninterrupted. We may suspend or withdraw or restrict the availability of all or any part of our site for business and operational reasons. We will endeavour to provide reasonable notice of any suspension or withdrawal.

4.3 You are responsible for ensuring that all persons who access our site through your internet connection are aware of these Terms of Use and other applicable terms and conditions, and that they comply with them.

5. DUTY TO KEEP YOUR ACCOUNT SAFE

5.1 If you choose, or you are provided with, a user identification code, password or any other piece of information as part of urBIZassist security procedures, you must treat such information as confidential. You must not disclose it to any third party.

5.2 urBIZassist has the right to disable any user identification code or password, whether chosen by you or allocated by us, at any time, if in our reasonable opinion you have failed to comply with any of the provisions of these terms of use. If you know or suspect that anyone other than you, knows your user identification code or password, you must promptly notify urBIZassist.

6. USE OF MATERIAL ON URBIZASSIST SITE

6.1 urBIZassist is the owner and the licensee of all intellectual property rights in urBIZassist.com, and in the material published on it. Those works are protected by copyright laws and treaties around the world. All such rights are reserved.

6.2 You may print off one copy, and may download templates from urBIZassist site for your use and you may draw the attention of others within your organisation to content posted on urBIZassist site.

6.3 You must not modify the paper or digital copies of any materials you have printed off or downloaded in any way, and you must not use any illustrations, photographs, video or audio sequences or any graphics separately from any accompanying text.

6.4 urBIZassist status as the authors of content on our site must always be acknowledged.

6.5 You must not use any part of the content on our site for commercial purposes without obtaining a licence to do so from urBIZassist, except where you have a valid subscription in place.

6.6 If you print off, copy or download any part of urBIZassist site in breach of these terms of use, your right to use our site will cease immediately and you must, at our option, return or destroy any copies of the materials you have made.

7. RULES ABOUT LINKING TO URBIZASSIST

7.1 You may link to urBIZassist home page, provided you do so in a way that is fair and legal and does not damage urBIZassist reputation or take advantage of it. You must not establish a link in such a way as to suggest any form of association, approval or endorsement on our part where none exists.

7.2 You must not establish a link to urBIZassist site in any website that is not owned by you. urBIZassist site must not be framed on any other site, nor may you create a link to any Confidential Information or any part of our site other than the home page. urBIZassist reserve the right to withdraw linking permission without notice.

7.3 The website in which you are linking must comply in all respects with urBIZassist standards and Code of Conduct set out. If you wish to link to or make any use of content on our site other than that set out above, please contact urBIZassist.

8. LIMITED RESPONSIBILITY

8.1 urBIZassist does not exclude or limit liability in any way to you where it would be unlawful to do so.

8.2 We exclude all implied conditions, warranties, representations, or other terms that may apply to our site or any content on it. We will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with:

- (i) use of, or inability to use, our site; or
- (ii) use of or reliance on any content displayed on our site.

In particular, we will not be liable for:

- (i) loss of profits, sales, business, or revenue;
- (ii) business interruption;
- (iii) loss of anticipated savings;
- (iv) loss of business opportunity, goodwill, or reputation; or any indirect or consequential loss or damage.

8.3 You agree not to use our site for any commercial or business purposes without a license, in particular, as permitted by your subscription plan. The Service and any content accessed are for your personal and non-commercial use only and may not be shared with individuals otherwise allowed by your subscription plan. During your Membership we grant you a limited, non-exclusive, non-transferable right to access urBIZassist service and content. Except for this right, no other right, title, or interest is transferred to you. You agree not to use the Service for public performances.

9. UPLOADING CONTENT

9.1 Whenever you make use of a feature that allows you to upload content to urBIZassist site, fill up appropriate forms including form to be included as a member

or make contact with other users of our site, you must comply with the content standards and urBIZassist Code of Conduct.

9.2 You warrant that any such contribution does comply with those standards, and you will be liable to us and indemnify us for any breach of that warranty. This means you will be responsible for any loss or damage we suffer as a result of your breach of warranty.

9.3 Any content you upload to urBIZassist site will be considered non-confidential and non-proprietary. You retain all of your ownership rights in your content, but you are required to grant urBIZassist a limited licence to use, store and copy that content and make available to third parties.

9.4 We have the right to remove any posting you make on our site if, in our opinion, your post does not comply with the content standards and urBIZassist Code of Conduct.

9.6 When you upload content to our site, or when you fill up forms / sign up or join various programs, you grant us the following rights to use that content:

(a) a worldwide, non-exclusive, royalty-free, transferable licence to use, reproduce, distribute, prepare derivative works of, display, and perform that user-generated content in connection with the service provided by the website and across different media including to promote the site or the service to expire when the user deletes content from the site;

(b) a worldwide, non-exclusive, royalty-free, transferable licence for other users, partners, or advertisers to use the content for their purposes to expire when the user deletes content from the site.

10. NO RESPONSIBILITY FOR VIRUSES

10.1 urBIZassist does not guarantee that our site will be secure or free from bugs or viruses.

10.2 You are responsible for configuring your information technology, computer programmes and platform to access urBIZassist site. You should use your own virus protection software.

10.3 You must not misuse urBIZassist site by knowingly introducing viruses, trojans, worms, logic bombs or other material that is malicious or technologically harmful. You must not attempt to gain unauthorised access to our site, the server on which our site is stored or any server, computer or database connected to our site. You must not attack our site via a denial-of-service attack or a distributed denial-of-service attack. By breaching this provision, you would commit a criminal offence under. We will report any such breach to the relevant law enforcement authorities, and we will co-operate with those authorities by disclosing your identity to them. In the event of such a breach, your right to use our site will cease immediately.

11. DO NOT RELY ON INFORMATION ON THIS SITE

11.1 The content on urBIZassist site is provided for general information only. It is not intended to amount to advice on which you should rely. You must obtain professional or specialist advice before taking, or refraining from, any action on the basis of the content on urBIZassist site.

11.2 Although we make reasonable efforts to update the information on our site, we make no representations, warranties or guarantees, whether express or implied, that the content on urBIZassist site is accurate, complete, or up to date.

11.3 Where urBIZassist site contains links to other sites and resources provided by third parties, these links are provided for your information only. Such links should not be interpreted as approval by us of those linked websites or information you may obtain from them. urBIZassist has no control over the contents of those sites or resources.

11.4 urBIZassist website may include information and materials uploaded by other users of the site, including to bulletin boards, "Help" features and chat rooms. This information and these materials have not been verified or approved by us. The views expressed by other users on our site do not represent our views or values. If you wish to complain about information and materials uploaded by other users please contact us via the "Contact" section of the urBIZassist website.

12. GOVERNING LAW AND JURISDICTION

12.1 These terms of use shall be governed by and construed in accordance with the laws of the Dubai International Financial Centre ("**DIFC**") and the parties agree to submit to the exclusive jurisdiction of the courts of the DIFC for any disputes arising out of or in connection with this Agreement.

You and we both agree that the courts of DIFC will have exclusive jurisdiction.

13. WARRANTIES AND LIMITATIONS ON LIABILITY

13.1 The urBIZassist site is provided "as is" and without any warranties or conditions. In particular, the service may not be uninterrupted or error-free. You waive all special, indirect and consequential damages against urBIZassist. These terms will not limit any consumer protection rights that you may be entitled to.

14. CONFIDENTIAL INFORMATION

14.1 The term "Confidential Information" shall include any information, whether disclosed orally, in writing, or by any other means, that is proprietary, confidential, and/or constitutes a trade secret of urBIZassist. This includes, but is not limited to, documentation provided, templates, business plans, financial information,

technical information, and any other information or material that urBIZassist designates as confidential.

142 Confidential Information shall also mean information relating to urBIZassist Customer that is, as a matter of law or contract, confidential in nature. Notwithstanding anything to the contrary in any other document, Confidential Information shall not include:

- (a) Information that is publicly available at the time it is provided or subsequently becomes publicly available other than as a result of a breach of a duty of confidentiality.
- (b) Information that is disclosed by a party to this Agreement.
- (c) Information that is rightfully obtained on a non-confidential basis from a person other than the Customer, provided that the person is not known by urBIZassist to be bound by an obligation of confidentiality in relation to that information.