Terms of Service

Version 2.0 · Last updated 15 October 2026 · SEOMISE LTD

In short

- These terms are a contract between your business and SEOMISE LTD for using SEOmise. It is a business service, not for consumers.
- Plans renew automatically until you cancel. Cancelling stops the next renewal; we do not refund part of a period you have paid for, except where these terms or the law say so (Refund and Cancellation Policy).
- SEOmise changes your website only after you approve the change, or within an automatic option you switched on yourself.
- AI features help you write and decide; a person approves what is sent. We never guarantee rankings, traffic or sales, and what we measure shows correlation, not proof.
- **How we use data to improve SEOmise:** you give us a licence to store and use the data the service handles to run it, keep it secure, and improve it, including training and testing our own models, rules and recommendations. Google data is never used for that and is never pooled. See section 9.
- If something goes wrong, each side's liability is capped (section 17). The laws of Ireland apply.

1. Who these terms are with

These terms are a contract between you and **SEOMISE LTD, of Unit 2, Chruch Street, Kilcock Co. Kildare, W23 HW89** ("we", "us"). They apply when you create an account, are invited to a workspace or otherwise use SEOmise at seomise.com. If you accept them for an organisation, you confirm you may bind it, and "you" means that organisation.

SEOmise is a business service. You confirm that you use it for your trade, business or profession and not as a consumer. These terms include, by reference, the Acceptable Use Policy, the Privacy Policy, the Data Use Policy, the Refund and Cancellation Policy and, where they apply to you, the Data Processing Agreement and the Agency and Reseller Terms.

2. Accounts and workspaces

- Your account belongs to you as a person; your work lives in a **workspace** that belongs to your business. The person who creates the workspace is its owner.
- Give accurate details and keep them up to date. Keep your password secret and use two-step sign-in.
- You decide who joins your workspace and what role each person has. You are responsible for what they do there.

- Tell us straight away if you think someone has used your account without permission.
- Our support staff open a workspace only to help it, with a reason that is recorded in the audit log.
- Every workspace chooses its industry from our list. We use it to group similar businesses anonymously (section 9) and to tailor advice.

3. Plans, credits and add-ons

- What your workspace can use depends on its plan, shown on the pricing page and under Billing. Some tools are sold as add-ons.
- **Credits** pay for work that costs us money (for example AI writing, extra checks or data look-ups). Your plan may include credits each month, which are used first and reset on the 1st. Credits you buy as a top-up do not expire. The price of each action in credits is shown before you start it, and credits held for work that fails are released.
- We may improve or change features. If we remove a feature that is a material part of your paid plan, we will tell you in advance and you may cancel and receive a pro-rata refund of what you prepaid for it.

4. Billing and renewals

- Paid plans are billed in advance, monthly or yearly, through our payment provider, and renew automatically until cancelled. Prices exclude VAT, which is added where it applies.
- You can change plan at any time. Upgrades and downgrades are prorated on your next invoice. A downgrade cannot take effect while your workspace uses more than the new plan allows.
- If a payment fails, we and our payment provider retry it and e-mail you. If it is still unpaid 3 days after the first failure, the workspace is locked: you can still sign in, update your card and export your data, but other work pauses until the invoice is paid.
- We may change prices for future periods. We will tell you at least 30 days before a new price applies to your subscription, and you may cancel before then.

5. Cancelling, closing your account and refunds

- You can cancel your plan at any time under Billing. Your plan then stops renewing, and you keep access until the end of the period you have paid for.
- An owner can close the whole account. Its people can no longer sign in, the subscription stops renewing, and the account can be brought back for free for 14 days days. After 30 days days it is erased for good, apart from records the law requires us to keep (such as invoices).
- We do not refund part of a period you have paid for, except where these terms, the Refund and Cancellation Policy or the law say so.

6. Acceptable use

You must follow the Acceptable Use Policy. In short: only work on websites, profiles and apps you own or are authorised to manage, no spam or black-hat SEO, no fake reviews, no attacks on other sites or on SEOmise, and no misuse of the free audit, AskMise or pop-ups.

7. Your content and your website

- You keep all rights in the content and data you add or connect ("your content"), including what our connectors read from your website.
- **Approval first.** Through the WordPress connector, the Laravel connector or the universal connector, SEOmise proposes changes to your website (titles, descriptions, redirects, structured data and so on). Nothing is sent to your site until a person with the right role approves it, unless an owner or admin has switched on a specific automatic option (for example SEOPilot's low-risk auto-send, which is off by default and only fills missing fields). Every change is recorded and most can be rolled back.
- If you do not use a connector, SEOmise gives you the exact steps for your platform, or a file to copy, and checks the result with a new scan.
- The visitor tracker (Live view) runs only on sites where you add it. You are responsible for telling your visitors about it and, where needed, asking for their consent.
- When we process personal data in your content we do so as your processor, on your instructions, under the Data Processing Agreement.

8. Third-party data and its limits

- SEOmise shows data from other providers (for example search results, keyword figures and backlink data). It is licensed to us; you may use it inside SEOmise and in your own reports, but not resell it or build a competing data set from it.
- Each provider's data is kept and reused only as its licence allows. Data you buy in your workspace is reused for you; it is not shared with other customers unless the provider's licence allows it and we have switched that on.
- Third-party data can be incomplete, late or wrong. We cannot promise its accuracy.
- If a provider changes or withdraws access (for example a Google API quota), the related feature may stop working. We will do what we reasonably can to restore it.

9. How we use data to improve SEOmise

Licence. You give us a worldwide, non-exclusive, royalty-free licence to store, copy and use your content, usage data and the data gathered through the service (scans, audits, searches and queries, results, AskMise conversations, and which suggestions you accept or reject) to:

- operate, secure and support the service;
- improve it, including developing, training, testing and evaluating SEOmise's own models, rules, rankings and recommendations (the Intelligence Core); and
- build aggregated, de-identified statistics and benchmarks.

We keep this data for the periods in the Data Retention Policy, including in our encrypted records store (the Data Vault).

Safeguards we keep.

- We de-identify or aggregate data wherever we can.
- Pooled figures come only from groups of at least 10 separate businesses, no single business may make up more than 30% of a group, and a little random noise is added to each figure.
- Pooled data never contains customer names, domains or website addresses.
- Text you type is never pooled as written; at most it is reduced to topics and counts, with personal data removed first.
- Our staff can open the Data Vault only with a fresh two-step code each time, and every look is logged.
- A workspace owner can switch off **Help improve SEOmise's advice** under Account. That stops your figures being used in anonymous group figures from the next daily update. It does not stop the use of your data inside your own workspace, because the service needs it to work for you.

What is never used this way.

- Google data (Search Console, Analytics, Business Profile and any other Google API user data) is never used to develop, improve or train AI or machine-learning models, and is never pooled. Google's API Services User Data Policy restricts this use.
- Bing reports you upload are not pooled.
- Data licensed from search and backlink providers is used only as their licence allows, and is not shared across customers until it is licensed for that.
- Under our agreements with them, we do not allow the AI providers we use to train their models on customer data sent through SEOmise.

Where this involves personal data, our lawful basis is our legitimate interest in improving the service, and you have the right to object (see the Privacy Policy). We do not knowingly process children's data. We will treat a material change to this section as a material change to these terms (section 21).

10. AI features and their limits

- AI helps write titles, descriptions, articles, replies and plans, answers questions in AskMise, and explains results. The AI Transparency Statement lists where.
- AI output can be wrong. A person reviews and approves anything before it is published to your website, Google Business Profile or elsewhere.
- SEOmise does not guarantee rankings, traffic, leads or revenue. Search engines and AI assistants decide what they show. When we say a change "was seen to help on similar sites", that is correlation, not proof that it will help yours.

11. Agencies and white label

If you use SEOmise to serve your own clients, including under your own brand or by billing them through SEOmise, the Agency and Reseller Terms also apply to you.

12. Project sharing and guests

You can share a project with team members, with our staff or with anyone by e-mail, at a level you choose. Invitation links work for 7 days days, once, and only for the address they were sent to. People you share with act on your behalf in that project and you are responsible for what they do there. You can change or remove their access at any time.

13. Other services

Some services have extra terms that you accept when you start using them (for example a link placement order, which shows the provider's terms and the price before you approve it).

14. Confidentiality and security

Each side keeps the other's confidential information confidential and uses it only for this contract. We protect the service as described on our security page and in the Data Processing Agreement.

15. Availability and support

We work to keep SEOmise available and secure, but we do not guarantee it will be uninterrupted or error-free. Planned maintenance is kept short and announced where we can. You can contact us by e-mail at help@seomise.com.

16. Suspension

We may suspend a workspace, or part of it, if it breaks these terms or the Acceptable Use Policy, puts the service or other people at risk, or has an unpaid invoice. Where we can, we tell you first and give you a chance to put it right. If an agency's client has an overdue invoice and the agency switched on its read-only hold, that client can still read everything but cannot make changes until it is paid.

17. Warranties and liability

- Except as these terms say, the service is provided "as is", and we exclude all other warranties, conditions and terms to the extent the law allows.
- Neither side is liable for loss of profit, revenue, business, goodwill or anticipated savings, or for indirect or consequential loss.
- Each side's total liability arising from these terms in any twelve-month period is limited to the amounts you paid us for the service in the twelve months before the event that gave rise to the claim.
- These limits do not apply to your obligation to pay, to either side's liability for breach of the other's intellectual property or of data protection law, or to liability that cannot be limited by law (such as death or personal injury caused by negligence, or fraud).

18. Indemnity

You will indemnify us against claims by third parties arising from your content or from your use of the service in breach of these terms, as long as we tell you promptly about the claim and let you control its defence.

19. Ending the contract

You can stop using the service and close your account at any time (section 5). We may end these terms on 30 days' notice, or at once if you seriously breach them or become insolvent. When the contract ends, an owner can export the workspace's data before it is erased. Sections 7 to 9, 17, 18 and 22 continue after the contract ends.

20. Children

SEOmise is for businesses and is not meant for anyone under 16.

21. Changes to these terms

We may update these terms. For a material change we tell workspace owners by e-mail and in the app at least 30 days before it applies, and ask them to accept it. If you do not agree, you may cancel before it applies. Each version is listed below with what changed.

22. Governing law

These terms and any dispute arising from them are governed by the laws of Ireland, and the courts of Ireland have exclusive jurisdiction. Before going to court, both sides will try in good faith to settle a dispute by talking. If any part of these terms is found unenforceable, the rest stays in force. A failure to enforce a right is not a waiver of it. These terms, with the documents they refer to and the plan you choose, are the whole agreement between us about the service.

23. Contact

Questions about these terms: contact SEOMISE LTD by e-mail at help@seomise.com.

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