haaify

HAAIFY TALKS

# Terms of Use

Haaify Talks · Version 2.2 · October 30, 2026

HAAIFY SOLUCOES E TECNOLOGIA LTDA · CNPJ 45.890.870/0001-11

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## 1. The service

Haaify Talks is provided by **HAAIFY SOLUCOES E TECNOLOGIA LTDA**, Brazilian company registration (CNPJ) 45.890.870/0001-11, headquartered in Belo Horizonte/MG, Brazil ("Haaify"). It is a messaging and customer-service support app for company teams: channels, direct messages, files, audio, polls, reminders, calendar and meetings, and the Blip integration (Service+: Blip Desk queue, ticket actions, customer profile, customer blocking, saved replies, campaigns, alerts and Blip status). It can be purchased directly from Haaify or as an extension in the Blip Store. By installing or using the service, the contracting company ("Customer Company") accepts these Terms, the Privacy Policy and the Data Processing Agreement (DPA), which are part of this agreement.

## 2. Accounts and access

- Access is granted by the Customer Company administrator. Each person belongs to a single company in Haaify Talks.
- Sign-in uses the person's Google account or an access code sent by e-mail (or by WhatsApp, when that option is enabled). A Microsoft account is not a sign-in method: it is only used to connect the Outlook / Microsoft 365 calendar.
- Each user is responsible for keeping the e-mail, Google account and phone used to sign in secure.
- The administrator can deactivate access at any time; messages already sent remain stored.
- Actions on Blip customer service (transfer, close, block customers, etc.) are available only to profiles authorized by the Customer Company and are logged.

## 3. Acceptable use

Haaify Talks is for work communication. It may not be used for illegal content, harassment, discrimination, malware, infringement of third-party rights, spam or attempts to access other companies' data. Customers' personal data must be handled in accordance with the Brazilian General Data Protection Law (LGPD) and the Customer Company's rules.

## 4. Permanent history

By product design, during the agreement messages cannot be deleted by users and edits keep the previous version.

## 5. Plans, free trial and payment

- Plans, prices, number of people and file storage are those stated at purchase (including on the Blip Store page).
- Every new company gets a **10-day free trial** with all features. When the trial ends, billing starts according to the chosen plan, unless cancelled before the end.
- When purchased through the Blip Store, billing, renewal and cancellation follow the Blip Store rules.
- All features, including Service+, are included in every plan.

## 6. Storage and fair use

- Each plan includes a file storage allowance, according to the price table in effect at purchase.

- At 80% of the allowance, administrators are notified in the app. At 100%, uploading new files is paused until additional space is purchased or the plan is changed. Text messages and the whole history remain available.
- The maximum size of each file is 25 MB, which Haaify may change with notice.
- If resource usage significantly and repeatedly exceeds the average of equivalent plans, Haaify may, with 30 days' notice, propose a plan change or a price adjustment. If the company does not agree, it may cancel without penalty.

## 7. Blip integration

The Customer Company is responsible for providing valid Blip account keys and for keeping its chatbot flow compatible with the features it wants to use (for example, checking the customer-block field). Blip changes, instability or downtime may affect integration features and are not Haaify's responsibility; when Blip is unstable, Haaify Talks posts an automatic notice in the #atendimento channel. Haaify does not change the Customer Company's chatbot flows without its request.

## 8. Support, availability and incident notices

- Support at **suporte@haaify.com** and on **talks.haaify.com/en/support**, on business days from 8 am to 6 pm (Brasília time, UTC-3), for regular requests.
- **24/7 on-call**, including weekends and holidays, for **critical incidents** (app down for the whole company): write **CRITICAL** in the e-mail subject.
- First-response times: **critical** within 2 hours, 24/7; **high** (important feature stopped, such as the Blip integration, sign-in or notifications) within 4 business hours; **normal** (questions and non-blocking errors) within 1 business day; **suggestions** within 5 business days.
- **Downtime notice:** Haaify Talks is monitored 24 hours a day, with automatic alarms to the Haaify team. If the app is down or unstable for the Customer Company, Haaify notifies the administrators by e-mail **within 30 minutes** of identifying the problem, with updates until it is resolved and a notice when everything is back to normal.
- Monthly availability target of 99.5%, excluding announced maintenance and third-party failures (hosting, Google, Microsoft, Blip).
- Daily database backups, kept for 30 days, with an automatic restore check of every copy.

## 9. Cancellation and data return

- The Customer Company may cancel at any time (through the Blip Store or support, depending on how it purchased). Access is suspended at the end of the period already paid.
- For up to **30 days** after cancellation, the Master user can download all conversations and files in **Administration › Export conversations** (.zip file) or ask support for the export.
- Data is **deleted within 90 days** after cancellation, including from backups at the end of the rotation cycle, except for legal retention obligations (such as the access records in section 11).
- Haaify may suspend access for non-payment or breach of these Terms, with notice whenever possible. Suspension does not delete data.

## 10. Liability

The Customer Company is responsible for the content its team posts, the integrations it configures and the decisions made in customer service (such as blocking a customer). Haaify's liability is limited to proven direct damages, up to the amount paid by the Customer Company in the 12 months before the event, within the limits of the law.

## 11. Data protection and access records

The Customer Company is the controller and Haaify is the processor of the data handled in the service, under the Privacy Policy and the Data Processing Agreement (DPA). As an application provider, Haaify keeps access records (date, time and IP address) for 6 months, as required by article 15 of the Brazilian Internet Civil Framework (Law 12,965/2014), and only discloses them by court order.

## 12. Changes and jurisdiction

These Terms may be updated; relevant changes will be announced in the app at least 30 days in advance. The courts of Belo Horizonte/MG, Brazil, have jurisdiction. The Portuguese version prevails in case of discrepancy.

## 13. Contact

Support: suporte@haaify.com · talks.haaify.com/en/support · haaify.com. Data Protection Officer (DPO): Daniel Batista Ferreira, daniel.ferreira@haaify.com.