



Terms of Use

Last updated: May 9, 2026

These Terms of Use ("Terms") govern your access to and use of the Softly mobile application ("App") provided by **Pulse Circle L.L.C-FZ** ("we," "our," or "us"), a company registered in Dubai, United Arab Emirates. By downloading, installing, or using the App, you agree to be bound by these Terms.

1. Acceptance of Terms

By accessing or using Softly, you confirm that you are at least 13 years old (or 16 in the EEA) and that you agree to these Terms. If you do not agree, you must not use the App.

2. Description of Service

Softly is an iOS keyboard extension that helps users rephrase text messages using AI-powered language processing based on Nonviolent Communication (NVC) principles. The App:

- Provides a custom keyboard that works within any messaging application
- Offers a "Soften" feature that suggests alternative phrasing for your messages
- Processes text through our servers to generate rephrased suggestions
- Gives you the choice to accept or reject any suggested rephrasing

Softly is a communication tool, not a substitute for professional therapy, counseling, or mental health treatment.

3. User Accounts

To use the App, you must create an account using a valid email address. You are responsible for:

- Providing accurate account information

- Maintaining the security of your account credentials
- All activity that occurs under your account

We reserve the right to suspend or terminate accounts that violate these Terms.

4. Subscriptions and Payments

4.1 Free Tier

Softly offers a free tier with a limited number of daily message transformations.

4.2 Softly Premium

Softly Premium is available as an auto-renewable subscription with the following options:

- **Monthly:** \$9.99 per month
- **Annual:** \$59.99 per year

4.3 Subscription Terms

- Payment is charged to your Apple ID account at confirmation of purchase.
- Subscriptions automatically renew unless auto-renew is turned off at least 24 hours before the end of the current period.
- Your account will be charged for renewal within 24 hours prior to the end of the current period at the rate of your selected plan.
- You can manage and cancel your subscriptions by going to your Account Settings on the App Store after purchase.
- Any unused portion of a free trial period, if offered, will be forfeited when you purchase a subscription.

4.4 Price Changes

We may change subscription prices at any time. Price changes will take effect at the start of the next subscription period following the date of the price change. Your continued use of the App after the price change takes effect constitutes your agreement to pay the new price.

5. Acceptable Use

You agree not to use Softly to:

- Generate, transmit, or facilitate any content that is unlawful, harassing, threatening, abusive, defamatory, or otherwise objectionable
- Impersonate any person or entity, or misrepresent your affiliation with any person or entity
- Interfere with or disrupt the App or servers or networks connected to the App
- Attempt to reverse-engineer, decompile, or disassemble any portion of the App
- Use the App for any commercial purpose other than personal communication
- Circumvent any usage limits or access restrictions

6. Intellectual Property

The App, including its design, features, code, content, and branding, is owned by Pulse Circle L.L.C-FZ and is protected by intellectual property laws. You are granted a limited, non-exclusive, non-transferable license to use the App for personal, non-commercial purposes in accordance with these Terms.

7. AI-Generated Content

The rephrased messages generated by Softly are AI-powered suggestions. You acknowledge that:

- Suggestions may not always be perfect or appropriate for every context
- You are solely responsible for reviewing and choosing whether to send any suggested message
- We do not guarantee that AI-generated suggestions will achieve any particular communication outcome
- The App should not be relied upon as a substitute for professional relationship counseling

8. Disclaimer of Warranties

THE APP IS PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF

MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. We do not warrant that the App will be uninterrupted, error-free, or free of harmful components.

9. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, PULSE CIRCLE L.L.C-FZ SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS, DATA, OR GOODWILL, ARISING OUT OF OR IN CONNECTION WITH YOUR USE OF THE APP. Our total liability for any claims arising from or related to these Terms or the App shall not exceed the amount you paid to us in the twelve (12) months preceding the claim.

10. Indemnification

You agree to indemnify and hold harmless Pulse Circle L.L.C-FZ, its officers, directors, employees, and agents from any claims, damages, losses, liabilities, and expenses (including reasonable attorneys' fees) arising out of your use of the App or violation of these Terms.

11. Termination

We may terminate or suspend your access to the App at any time, with or without cause, with or without notice. Upon termination, your right to use the App ceases immediately. Active subscriptions will not be refunded upon termination for cause.

12. Changes to Terms

We reserve the right to modify these Terms at any time. If we make material changes, we will notify you through the App or via email. Your continued use of the App after changes become effective constitutes acceptance of the updated Terms.

13. Governing Law

These Terms shall be governed by and construed in accordance with the laws of the United Arab Emirates and the Emirate of Dubai, without regard to conflict of law principles. Any disputes arising under these Terms shall be subject to the exclusive jurisdiction of the courts of Dubai.

14. Severability

If any provision of these Terms is found to be unenforceable or invalid, that provision shall be limited or eliminated to the minimum extent necessary so that the remaining provisions remain in full force and effect.

15. Contact Us

If you have any questions about these Terms, please contact us:

- **Pulse Circle L.L.C-FZ**
 - Meydan Grandstand, 6th floor, Meydan Road, Nad Al Sheba
 - Dubai, United Arab Emirates
 - Email: hello@pulsecircle.studio
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