TBAI Terms of Service

Effective date: 1 December 2027 · Last updated: 1 December 2027

PLEASE READ THESE TERMS CAREFULLY. THEY CONTAIN EXCLUSIONS AND LIMITATIONS OF LIABILITY (CLAUSES 13 AND 14), AN INDEMNITY (CLAUSE 15) AND, FOR BUSINESS CUSTOMERS, A BINDING ARBITRATION AGREEMENT (CLAUSE 18.3).

1. Parties and Acceptance

1.1 These Terms of Service (the "**Terms**") constitute a legally binding agreement between Cognexa Solutions, a limited liability company incorporated under the laws of the Arab Republic of Egypt, registered under Commercial Registration No. [number] and having its registered address at 57 Hassan El-Sherif Street, Office [E34], 8th District, Nasr City, Cairo ("**TBAI**", "**we**", "**us**" or "**our**"), and the person or entity accessing or using the Services (the "**Customer**", "**you**" or "**your**").

1.2 The Customer accepts these Terms by ticking the acceptance box at registration or checkout, by executing an Order Form that incorporates these Terms, or by accessing or using the Services. If the Customer does not agree, it shall not access or use the Services.

1.3 An individual accepting these Terms on behalf of a legal entity represents and warrants that they are duly authorised to bind that entity, and shall be jointly liable with it if they are not.

1.4 In the event of conflict, the following order of precedence applies: (a) an Order Form signed by both parties; (b) these Terms; (c) the Data Processing Addendum; (d) the Privacy Policy and any other policy referenced in these Terms.

2. Definitions and Interpretation

2.1 In these Terms:

- "**Account**" means the account registered by the Customer to access the Services.
- "**Applicable Law**" means all laws, regulations and binding regulatory requirements applicable to a party in connection with these Terms.
- "**Business Customer**" means a Customer acting for purposes relating to its trade, business, craft or profession.

- "**Consumer**" means a natural person acting wholly or mainly outside their trade, business, craft or profession.
- "**Credits**" means prepaid units of account redeemable for Jobs in accordance with Clause 5.
- "**Customer Content**" means all data, images, video, text, prompts, logos, trademarks, brand assets, likenesses and other materials submitted by or on behalf of the Customer to the Services.
- "**Data Protection Laws**" means Egyptian Personal Data Protection Law No. 151 of 2020 and its Executive Regulations and, to the extent applicable, the UK GDPR, Regulation (EU) 2016/679, the Saudi Personal Data Protection Law and UAE Federal Decree-Law No. 45 of 2021.
- "**Job**" means a single generation, editing or processing task performed through the Services.
- "**Managed Service**" means marketing strategy, campaign planning, creation, publication and management services performed by TBAI for the Customer, including through Meta Platforms.
- "**Meta Platforms**" means Facebook, Instagram and associated advertising tools operated by Meta Platforms, Inc. or its affiliates.
- "**Order Form**" means any order, quotation or package description accepted by both parties referencing these Terms.
- "**Output**" means all images, video, copy, strategies, campaigns and other materials generated by the Services for the Customer.
- "**Services**" means the TBAI website, web application, APIs, self-serve generation tools, the Managed Service and any beta or trial features.
- "**TBAI Personnel**" means TBAI's owners, shareholders, directors, officers, employees, contractors and agents.

2.2 Headings are for convenience only and do not affect interpretation. "Including" means including without limitation. References to Clauses are to clauses of these Terms.

3. Eligibility and Accounts

3.1 The Services are available only to persons aged at least eighteen (18) years with full legal capacity to contract.

3.2 The Services are intended for business use. By registering an Account, the Customer represents that it is a Business Customer unless it expressly declares at checkout that it is a Consumer.

3.3 The Customer represents that it is not subject to sanctions imposed by the United Nations, the United States, the United Kingdom or the European Union, and shall not use the Services in breach of any sanctions or export control law.

3.4 The Customer shall provide complete and accurate registration and billing information, keep its credentials confidential, and remain responsible for all acts and omissions under its Account, whether or not authorised. The Customer shall notify TBAI without undue delay at support@thebrandingai.com of any unauthorised access.

3.5 TBAI may refuse any registration or order, and may request verification of identity or business details, at its reasonable discretion.

4. The Services

4.1 Subject to these Terms, TBAI shall make available (a) self-serve tools for the generation and editing of marketing visuals and video using Credits, and (b) where agreed in an Order Form, the Managed Service.

4.2 The Customer acknowledges that the Services rely on artificial intelligence models, including models operated by third-party providers, and that Output is generated automatically, may vary between Jobs, and may contain errors, inaccuracies or artefacts.

4.3 TBAI may modify, replace, enhance or discontinue any feature, model or provider used in the Services at any time. Where TBAI permanently discontinues a paid feature for which the Customer has prepaid and not yet received the benefit, TBAI shall credit an equivalent number of Credits.

4.4 TBAI shall use commercially reasonable efforts to keep the Services available but gives no service-level commitment. TBAI may suspend the Services for maintenance, security, legal compliance or events beyond its reasonable control.

4.5 Features labelled beta, preview or trial are provided as-is, may be withdrawn at any time and carry no warranty or liability.

4.6 The Services are not a storage or archiving service. TBAI has no obligation to retain Customer Content or Output, and the Customer shall download and keep its own copies.

5. Fees, Credits and Payment

5.1 **Fees.** Fees are as stated on TBAI's pricing page or in the applicable Order Form. One (1) Credit equals one United States cent (US$0.01). The number of Credits required for each Job is displayed before the Job is submitted.

5.2 **Payment.** All fees are payable in advance through the payment providers listed in the TBAI application, or by invoice. Invoiced amounts are due within three (3) days of the invoice date.

5.3 **Taxes.** Fees exclude value added tax, sales tax, withholding tax and similar levies ("**Taxes**"), which shall be borne by the Customer, save for taxes on TBAI's net income. Where Applicable Law requires the Customer to withhold Taxes, it shall gross up the payment so that TBAI receives the full amount invoiced.

5.4 **Credits.** Credits expire twelve (12) months from the date of purchase, have no cash value, are non-transferable and may not be resold.

5.5 **No refunds.** Save as provided in Clauses 5.6, 16.4 and 17, all fees and Credits are non-refundable once paid, including on termination of these Terms for any reason.

5.6 **Failed Jobs.** Credits consumed by a Job that fails due to a technical fault attributable to TBAI shall be restored to the Customer's Account. Restoration of Credits is the Customer's sole remedy for a failed Job.

5.7 **Late payment.** TBAI may suspend the Services for any overdue amount. Overdue amounts bear interest at the maximum rate permitted by Applicable Law, and the Customer shall reimburse TBAI's reasonable costs of recovery.

5.8 **Chargebacks.** Initiating a chargeback or payment dispute for fees properly due constitutes a material breach of these Terms. TBAI may suspend or terminate the Account, and the Customer shall reimburse the disputed amount and any associated fees.

5.9 **Price changes.** TBAI may change its prices on not less than thirty (30) days' notice for recurring fees. Price changes do not affect Credits already purchased.

6. Customer Content

6.1 As between the parties, the Customer retains all rights in the Customer Content. TBAI acquires no ownership of Customer Content under these Terms.

6.2 The Customer grants TBAI and its sub-processors a worldwide, non-exclusive, royalty-free licence to host, store, reproduce, process, modify and transmit Customer Content and Output to the extent necessary to provide, secure, support and comply with Applicable Law in respect of the Services.

6.3 The Customer represents, warrants and undertakes, on a continuing basis, that:

(a) it owns the Customer Content or holds all rights, licences, consents and permissions necessary to submit it and to grant the licence in Clause 6.2;

(b) it has obtained the prior written consent of every identifiable natural person depicted in the Customer Content to the artificial intelligence processing and commercial use of their image and likeness, and, for any person under eighteen (18) years of age, the written consent of that person's parent or legal guardian, and shall provide copies of such consents to TBAI on request;

(c) it holds all rights in any trademarks, logos, products and brand assets contained in the Customer Content; and

(d) the Customer Content and its use under these Terms do not infringe any third-party right or contravene any Applicable Law.

6.4 TBAI has no obligation to review Customer Content but may do so, and may remove or refuse to process any Customer Content, at its discretion.

6.5 TBAI shall not publicly display Customer Content or Output for promotional purposes without the Customer's prior written consent.

7. Output

7.1 Subject to full payment of all fees due, TBAI assigns to the Customer all right, title and interest, if any, that TBAI holds in the Output. The Customer may use the Output for any lawful purpose, including commercial and advertising purposes.

7.2 The Customer acknowledges that Applicable Law, including Egyptian Law No. 82 of 2002 on the Protection of Intellectual Property Rights, may not confer copyright protection on material generated by artificial intelligence. TBAI gives no warranty that any Output is protectable.

7.3 TBAI does not warrant that Output is unique, exclusive, accurate or fit for any purpose. Similar output may be generated for other users.

7.4 TBAI performs no trademark, copyright, design, personality-right or regulatory clearance of Output.

7.5 The Customer shall review all Output before any use or publication and is solely responsible for that use, publication and accuracy, including the accurate representation of its products, prices and claims.

7.6 The Customer is solely responsible for complying with any law or platform policy requiring disclosure or labelling of artificially generated or altered content.

7.7 **Acceptable variation.** Owing to the nature of generative artificial intelligence, the Customer accepts that Output may differ from its instructions and reference material within the following margin, which shall not constitute a defect, non-conformity or failure of the Services:

(a) variations in colour, tone, saturation, lighting, shadows or reflections;

(b) minor differences in the shape, size, proportions, texture or detail of products, props or people, provided such differences are minor and not readily noticeable to an ordinary viewer;

(c) differences in background, composition, pose, camera angle or styling;

(d) errors or distortions in text, typography, labels, logos or packaging details;

(e) minor visual artefacts, including distorted hands, edges or small objects; and

(f) in video, minor flicker, motion inconsistency or variation between frames.

7.8 **Material Defect.** Output contains a "**Material Defect**" only where (a) the Job fails to produce a file, or the file is corrupted or cannot be opened; (b) the Output is substantially unrelated to the Customer's instructions; or (c) the Customer's product is replaced by a different product, or its shape, size, proportions or details differ in a way that is readily noticeable to an ordinary viewer.

7.9 **Reporting.** The Customer may report a Material Defect by quoting the Job reference. TBAI shall, at its option, re-run the Job once at no charge or restore the Credits consumed.

8. Data Use

8.1 TBAI shall not sell Customer Content, Output or any personal data, and shall not use Customer Content or Output to train artificial intelligence models.

8.2 TBAI processes Customer Content using third-party application programming interfaces and software libraries, solely to provide the Services. TBAI's artificial intelligence providers are listed in its Privacy Policy, and TBAI may change them on notice.

8.3 TBAI may collect and use aggregated and anonymised usage data that does not identify the Customer or any natural person to operate, secure and improve the Services.

9. Acceptable Use

9.1 The Customer shall not use the Services to create, upload, generate or publish any material that:

(a) is sexually explicit or depicts nudity, or exploits or sexualises minors in any manner;

(b) alters, simulates or impersonates the likeness of any real person without that person's consent, or impersonates any person or brand;

(c) is defamatory, hateful, harassing, violent, or infringes any intellectual property, privacy or personality right;

(d) constitutes misleading advertising, fabricated reviews or testimonials, or promotes illegal or restricted goods or services; or

(e) contravenes Egyptian law, the law of the Customer's jurisdiction, or the policies of any platform on which it is published.

9.2 The Customer shall comply with the usage policies of TBAI's artificial intelligence providers as they apply to the Services.

9.3 The Customer shall not (a) copy, resell, sublicense, reverse engineer, decompile or scrape the Services; (b) use the Services or Output to develop a competing product or to train artificial intelligence models; (c) circumvent any usage limit, billing mechanism or security measure; (d) probe or test the vulnerability of the Services; or (e) permit access to its Account by any person outside its organisation.

9.4 TBAI may remove content, refuse any Job, suspend the Account or report unlawful activity to the competent authorities in the event of an actual or reasonably suspected breach of this Clause 9.

10. Third-Party Services and Advertising Platforms

10.1 The Services rely on third-party services, including cloud hosting providers, artificial intelligence providers, software libraries, payment processors and Meta Platforms. The Customer's use of any third-party platform is subject to that third party's terms. TBAI shall not be liable for the acts, omissions, availability, pricing, model changes, outages or policy changes of any third party.

10.2 Where the Managed Service is provided, the Customer grants TBAI access to the relevant Meta Platforms business assets and may revoke that access at any time. The Customer retains ownership of, and responsibility for, its advertising accounts, pages, audiences and data.

10.3 Advertising expenditure is payable by the Customer directly to the relevant platform, does not form part of TBAI's fees, and is not refundable by TBAI.

10.4 TBAI shall not publish any campaign without the Customer's prior approval, unless the Customer has authorised publication without approval in writing. The Customer is solely responsible for approved campaigns, including all claims made in them and their compliance with Applicable Law and platform policies.

10.5 TBAI makes no representation or warranty as to advertising results, including reach, engagement, conversions, sales or return on advertising spend.

10.6 TBAI shall not be liable for any rejection of advertisements, restriction, suspension or closure of any account, or loss of advertising spend, by any platform.

10.7 Subject to Clause 14.1, TBAI shall not be liable for any content, advertisement or campaign published in error, whether by the Customer, by TBAI or by any automated process. The Customer shall monitor all content published from its accounts and may pause or withdraw any campaign at any time.

11. Data Protection

11.1 Each party shall comply with the Data Protection Laws in connection with these Terms. TBAI's processing of personal data is described in its Privacy Policy, available in English and Arabic.

11.2 TBAI acts as controller for Account, billing and usage data. For personal data contained in Customer Content or in the Customer's advertising accounts, the Customer is the controller and TBAI acts as processor on the Customer's documented instructions, in accordance with TBAI's Data Processing Addendum, which forms part of these Terms.

11.3 The Customer is responsible for establishing a lawful basis, and providing all notices and obtaining all consents, required for TBAI to process personal data contained in Customer Content.

11.4 The Customer acknowledges that TBAI's infrastructure and providers are located outside the Arab Republic of Egypt, including in Sweden (European Union) and the United States, and consents to the transfer of data to those locations as necessary for the performance of these Terms, subject to the safeguards and authorisations required by the Data Protection Laws.

11.5 TBAI shall implement appropriate technical and organisational measures to protect personal data and shall notify the Customer and the competent authorities of any personal data breach within the periods required by the Data Protection Laws. The Customer acknowledges that no system is completely secure.

11.6 Data subjects may exercise their rights by contacting support@thebrandingai.com.

12. Intellectual Property

12.1 TBAI and its licensors own all rights in the Services, including all software, models, workflows, prompts, templates, pipelines, designs, documentation, trademarks and the TBAI name and logo. No rights are granted to the Customer save as expressly set out in these Terms.

12.2 Subject to these Terms, TBAI grants the Customer a limited, non-exclusive, non-transferable, non-sublicensable, revocable right to use the Services while it holds an active Account.

12.3 The Customer grants TBAI a perpetual, irrevocable, worldwide, royalty-free licence to use any feedback or suggestions concerning the Services, without obligation to the Customer.

13. Warranties and Disclaimers

13.1 Each party warrants that it has full power and authority to enter into and perform these Terms.

13.2 TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE SERVICES AND OUTPUT ARE PROVIDED "AS IS" AND "AS AVAILABLE", WITH ALL FAULTS. TBAI EXCLUDES ALL OTHER WARRANTIES, CONDITIONS AND REPRESENTATIONS, EXPRESS

OR IMPLIED, INCLUDING ANY WARRANTY OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, ACCURACY, AVAILABILITY, SECURITY OR NON-INFRINGEMENT.

13.3 Output, including any marketing strategy or recommendation, does not constitute legal, financial, regulatory or professional advice. The Customer is solely responsible for any decision taken in reliance on Output.

13.4 The Customer acknowledges that it has not relied on any statement, representation or promise not expressly set out in these Terms.

13.5 Nothing in this Clause 13 excludes any warranty or right that cannot be excluded under Applicable Law, including the statutory rights of Consumers.

14. Limitation of Liability

14.1 Nothing in these Terms limits or excludes either party's liability for (a) fraud; (b) gross negligence or wilful misconduct; (c) death or personal injury caused by negligence; or (d) any other liability that cannot be limited or excluded under Applicable Law.

14.2 Subject to Clause 14.1, TBAI shall not be liable, whether in contract, tort (including negligence), breach of statutory duty or otherwise, for any loss of profits, revenue, sales, business opportunity, goodwill, reputation, anticipated savings or data, or for any indirect, special, incidental, punitive or consequential loss, even if foreseeable or advised of its possibility.

14.3 Subject to Clause 14.1, TBAI's total aggregate liability for all claims arising out of or in connection with these Terms or the Services shall not exceed the total fees paid by the Customer to TBAI in the twelve (12) months preceding the event giving rise to the first claim.

14.4 Subject to Clause 14.1, TBAI shall not be liable for any loss arising from (a) Customer Content or the Customer's use or publication of Output; (b) the acts, omissions or failures of any third-party provider or platform; (c) any action taken by Meta Platforms or any other platform against the Customer or its accounts; (d) loss or corruption of Customer Content or Output; (e) unauthorised access to the Account resulting from the Customer's failure to secure its credentials; or (f) content published in error as described in Clause 10.7.

14.5 Re-performance of the affected Job or restoration of the Credits consumed is the Customer's sole and exclusive remedy for any failed Job or Material Defect. Variations within Clause 7.7 give rise to no remedy.

14.6 The Customer agrees that TBAI Personnel shall have no personal liability to the Customer arising out of these Terms or the Services, and that any claim shall be brought against TBAI only. TBAI Personnel may rely on this Clause.

14.7 The Customer shall notify TBAI in writing of any claim promptly after becoming aware of the facts giving rise to it, so that TBAI may investigate and mitigate any loss.

14.8 The limitations and exclusions in this Clause 14 apply to non-contractual liability only to the extent permitted by Applicable Law, including the mandatory provisions of the Egyptian Civil Code. If any limitation is held unenforceable, TBAI's liability shall be limited to the maximum extent permitted.

15. Indemnity

15.1 A Business Customer shall defend, indemnify and hold harmless TBAI and TBAI Personnel from and against all losses, damages, liabilities, fines, penalties, costs and legal fees arising out of or in connection with:

(a) the Customer Content, including claims by persons depicted in it or holders of rights in any brand or material submitted;

(b) the Customer's use or publication of Output, including any campaign approved by the Customer;

(c) the Customer's breach of these Terms, of Applicable Law or of any platform policy; or

(d) any investigation, fine or sanction by a regulator or platform arising from the Customer's content, advertising or data processing.

15.2 TBAI shall notify the Customer of any such claim and may, at its option, conduct its own defence at the Customer's cost or permit the Customer to conduct the defence. No settlement imposing any obligation on TBAI shall be made without TBAI's prior written consent.

15.3 This Clause 15 applies to Consumers only to the extent permitted by Applicable Law.

16. Suspension and Termination

16.1 These Terms commence on acceptance and continue until terminated under this Clause 16.

16.2 The Customer may terminate these Terms at any time by closing its Account.

16.3 TBAI may suspend or terminate the Account with immediate effect if (a) the Customer breaches these Terms; (b) any amount is overdue or a chargeback is initiated; (c) TBAI reasonably believes the Customer's use exposes TBAI, TBAI Personnel or any third party to legal, regulatory, security or reputational risk; or (d) TBAI is required to do so by law, a regulator or a third-party provider.

16.4 TBAI may terminate these Terms for convenience on thirty (30) days' notice, in which case it shall refund unused Credits and prepaid fees for services not yet rendered. No refund is due on any other termination.

16.5 Upon termination, the Customer's right to use the Services ceases immediately. The Customer may download its Output for thirty (30) days, after which TBAI may delete all Customer Content and Output, save as required to be retained by Applicable Law.

16.6 Termination does not affect accrued rights or liabilities. Clauses 5, 6.3, 7, 10, 12 to 15, 18 and 19, and any other provision intended by its nature to survive, survive termination.

17. Consumer Rights

17.1 Nothing in these Terms deprives a Consumer of the protection of the mandatory provisions of the law of the country of their habitual residence.

17.2 **Egypt.** A Consumer resident in Egypt has the rights conferred by Consumer Protection Law No. 181 of 2018 and its Executive Regulations, including the rights to cancel an online order and obtain a refund within the periods prescribed. The Arabic version of these Terms applies to such Consumers.

17.3 **United Kingdom and European Union.** A Consumer resident in the United Kingdom or the European Union may cancel within fourteen (14) days of the contract. Where the Consumer expressly requests that TBAI begin supplying digital content within that period and acknowledges that the right to cancel will thereby be lost, the right to cancel ceases on delivery of the relevant Output. TBAI shall confirm the request and acknowledgement in its order confirmation.

18. Governing Law and Dispute Resolution

18.1 **Governing law.** These Terms and any dispute or claim, contractual or non-contractual, arising out of or in connection with them are governed by the laws of the Arab Republic of Egypt.

18.2 **Amicable settlement.** A party wishing to raise a dispute shall notify the other in writing at omar.elgamily@thebrandingai.com, stating the nature of the dispute. The parties shall attempt in good faith to resolve it within thirty (30) days of such notice.

18.3 **Arbitration (Business Customers).** Any dispute between TBAI and a Business Customer arising out of or in connection with these Terms, including any question regarding their existence, validity or termination, not resolved under Clause 18.2, shall be finally settled by arbitration under the Arbitration Rules of the Cairo Regional Centre for International Commercial Arbitration (CRCICA) in force when the arbitration commences. The tribunal shall consist of one (1) arbitrator. The seat of arbitration shall be Cairo, Arab Republic of Egypt. The language of the arbitration shall be English. Hearings may be held remotely. The tribunal shall order the unsuccessful party to bear the costs of the arbitration and the reasonable legal fees of the successful party. **THE CUSTOMER EXPRESSLY ACKNOWLEDGES THAT IT HAS READ THIS CLAUSE 18.3 AND AGREES THAT IT FORMS AN INTEGRAL PART OF ITS AGREEMENT WITH TBAI.**

18.4 **Confidentiality.** The existence, content and outcome of any arbitration shall be kept confidential, save as required by law or to enforce an award.

18.5 **Consumers.** Disputes between TBAI and a Consumer are subject to the jurisdiction of the competent courts of Cairo, Arab Republic of Egypt, without prejudice to the Consumer's right to bring proceedings in the courts of their country of habitual residence where Applicable Law so permits.

18.6 **Interim relief.** Nothing in this Clause 18 prevents TBAI from seeking urgent interim or injunctive relief, or recovering unpaid fees, before any court of competent jurisdiction.

18.7 **Individual proceedings.** To the extent permitted by Applicable Law, all claims shall be brought in a party's individual capacity and not as a plaintiff or class member in any class, collective or representative proceeding.

19. General Provisions

19.1 **Amendments.** TBAI may amend these Terms by giving not less than thirty (30) days' notice by email of any material amendment. A Customer that does not accept an amendment may close its Account before it takes effect. Continued use of the Services after the effective date constitutes acceptance.

19.2 **Notices.** Notices to the Customer are sent to the email address associated with its Account. Notices to TBAI shall be sent to omar.elgamily@thebrandingai.com. Email notices are deemed received on the next business day.

19.3 **Electronic contracting and evidence.** These Terms are validly concluded by electronic means. TBAI's electronic records, including acceptance logs, Job logs and usage records, constitute conclusive evidence of the matters they record, save for manifest error.

19.4 **Assignment.** The Customer shall not assign or transfer any right or obligation under these Terms without TBAI's prior written consent. TBAI may assign or transfer these Terms to an affiliate, successor or acquirer on notice to the Customer.

19.5 **Subcontracting.** TBAI may use subcontractors and third-party providers to perform its obligations.

19.6 **Force majeure.** TBAI is not liable for any delay or failure caused by events beyond its reasonable control, including failure, withdrawal or price changes of hosting or artificial intelligence providers, telecommunications failure, cyber-attack, war, civil unrest, natural disaster, epidemic, changes in law or governmental action.

19.7 **Severability.** If any provision is held invalid or unenforceable, it shall be enforced to the maximum extent permissible and the remaining provisions remain in full force.

19.8 **Waiver.** No failure or delay in exercising any right operates as a waiver of it.

19.9 **Relationship.** Nothing in these Terms creates any partnership, joint venture, agency, fiduciary or employment relationship between the parties.

19.10 **Third-party rights.** No person other than the parties and TBAI Personnel (under Clauses 14.6 and 15) has any right to enforce these Terms.

19.11 **Language.** These Terms are made in English and Arabic. In the event of inconsistency, the Arabic version prevails for Consumers resident in Egypt and the English version prevails in all other cases.

19.12 **Entire agreement.** These Terms, the Privacy Policy, the Data Processing Addendum and any Order Form constitute the entire agreement between the parties on their subject matter and supersede all prior understandings.

19.13 **Contact.** Cognexa Solutions, 57 Hassan El-Sherif Street, Office [E34], 8th District, Nasr City, Cairo, Egypt. Email: support@thebrandingai.com.