
STARIX INNOVATIVE SOLUTIONS LIMITED TERMS OF SERVICE

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These Terms of Service (these “Terms”) are a binding agreement between you and STARIX INNOVATIVE SOLUTIONS LIMITED (“Starix”, “we”, “us”, or “our” governing your access to and use of our websites, applications, dashboards, APIs, and related services (collectively, the “Services”). These Terms apply to individual users (including creators) and business (including brands, agencies, and other organizations) (together, “Users”). By accessing or using the Services, you agree to these Terms. You do not need to sign these Terms for them to be effective.

1. DEFINITIONS

For purposes of these Terms: (a) “Account” means the user account you create to access the Services; (b) “Brand” means a business user using the Services to evaluate, discover, engage, or collaborate with creators; (c) “Creator” means a user who connects one or more social media accounts and/or provides information for evaluation, analytics, trust scoring, or brand matching; (d) “Content” means any text, images, videos, audio, links, posts, submissions, profiles, and other materials submitted to, displayed on, or otherwise made available through the Services; (e) “Starix Score” or “trust score” means Starix’s AI-assisted scoring outputs, rankings, flags, and related trust or authenticity signals generated from public and/or user-authorized data; (f) “OAuth” means the third-party authorization flow used to connect social media accounts via official APIs; and (g) “Privacy Policy” means Starix’s separate privacy policy made available through the Services (as updated from time to time).

2. THE SERVICES; ELIGIBILITY; ACCOUNT REGISTRATION

2.1 Eligibility. You must be at least 16 years old to use the Services. If you are 16 or 17 years old, you may use the Services only to the extent permitted by applicable law and, where required by applicable law, only if your parent or legal guardian consents to your use of the Services and to our processing of your personal information as described in our Privacy Policy. If you use the Services on behalf of an organization, you represent and warrant that you have authority to bind that organization, and references to “you” include that organization.

2.2 Free platform; future paid features. The Services are currently offered free of charge. We may introduce optional paid features, subscriptions, premium tiers, or transactional services in the future. If we do, we will provide pricing and applicable additional terms before you incur charges, and your continued use of any paid feature will constitute acceptance of the applicable pricing and terms for that feature.

2.3 Accounts. You are responsible for maintaining the confidentiality of your Account credentials and for all activities that occur under your Account. You agree to provide

accurate information and to keep your Account information updated. We may refuse registration, or suspend or terminate Accounts, in accordance with these Terms.

3. PRIVACY; SOCIAL MEDIA INTEGRATIONS; AI TRUST SCORES

3.1 Privacy. Our Privacy Policy (available through the Services) explains how we collect, use, disclose, retain, and protect personal information. The Privacy Policy is incorporated into these Terms by reference. To the extent permitted by applicable law, you agree that you have read and understood the Privacy Policy. We do not sell your personal information.

3.2 Social media OAuth integrations. If you choose to connect third-party social media accounts (e.g., Instagram, Facebook, TikTok, YouTube), you authorize us to access and process public data and the specific data scopes you approve through the applicable OAuth consent flow, subject to these Terms, the Privacy Policy, and the applicable third-party platform terms. We do not request or store your social media passwords.

3.3 Starix Scores and analytics. The Services may provides data-driven insights, analytics, rankings, anomaly detection, fraud indicators, and trust signals (including Starix Scores) for creators and brands. Starix Scores and related outputs are informational and may be based on publicly available data and user-authorized data from third-party platforms; they may change over time as data changes or as our methodologies evolve.

3.4 AI-assisted processing; human review. We use automated systems (which may include algorithms and artificial intelligence) to Starix Scores, rankings, and flags that may influence eligibility for certain opportunities on the Services. You may request human review of certain automated outputs as described in the Privacy Policy by contacting support@starixapp.com with the subject line “AI Decision Review Request”.

3.5 Disconnecting social accounts. You can disconnect a connected third-party account through your account settings (or as otherwise made available by the third-party platform). The effects of disconnecting (including retention and deletion timelines) are described in the Privacy Policy.

4. ACCEPTABLE USE

4.1 Compliance. You will use the Services only in accordance with these Terms, applicable law, and any third-party platform terms that apply to your connected accounts or Content.

4.2 Prohibited conduct. You must not, and must not attempt to, directly or indirectly:

4.2.1 Scrape, crawl, spider, harvest, extract, or otherwise collect data from the Services or any outputs (including scores, rankings, or creator portfolio information) by automated means without our prior written consent; bypass or circumvent any

access controls, rate limits, or security measures; or use any method to systematically download, copy, or reproduce any portion of the Services.

4.2.2 Reverse engineer, decompile, disassemble, or otherwise attempt to discover source code, underlying ideas, or algorithms of the Services (including Starix Score methodologies), except to the limited extent such restriction is prohibited by applicable law.

4.2.3 Commit fraud, manipulate engagement metrics, purchase followers/likes, use bots or automation to create inauthentic activity, or otherwise interfere with the integrity of Starix Scores, rankings, or platform analytics.

4.2.4 Impersonate any person or entity, misrepresent your identity or affiliation, or create Accounts for anyone other than yourself (or, if applicable, for your organization through an authorized representative).

4.2.5 Post, submit, transmit, or make available any Content that is unlawful, defamatory, threatening, harassing, hateful, discriminatory, pornographic, or that infringes any intellectual property, privacy, or other rights of any person.

4.2.6 Probe, scan, or test the vulnerability of any system or network; introduce malware; or engage in any activity that could disable, overburden, or impair the Services.

4.2.7 Use the Services to violate any law or regulation, including data protection, consumer protection, advertising, or anti-spam laws; or to facilitate illegal goods or services.

4.3 Enforcement. We may investigate suspected violations and may suspend or terminate your access to the Services, remove or restrict Content, and cooperate with law enforcement or regulators where required or appropriate.

5. USER CONTENT; MODERATION

5.1 Your Content and responsibility. You are solely responsible for your Content and for ensuring you have all rights necessary to submit or display Content through the Services (including rights from any third-party platforms). You represent and warrant that your Content and our use of it as permitted by these Terms will not violate any law or any third-party rights.

6. PLATFORM DATA & INTELLECTUAL PROPERTY

User Data Usage & Ownership

Your Data Remains Yours:

All personal information, social media data, and content you provide or authorize us to access remains your property.

We act as a service provider of the Services and do not claim ownership of your personal information.

How We Use Your Data:

- ✓ Provide Starix platform functionality (scores, portfolios, leaderboards)
- ✓ Calculate Starix Scores and performance rankings
- ✓ Facilitate connections between creators and brands
- ✓ Detect fraud and maintain platform integrity
- ✓ Improve our algorithms and services.
- ✓ Generate aggregate, anonymized market insights
- ✓ Comply with legal obligations

We Do NOT:

- ✓ Sell your personal information to third parties
- ✓ Use your data for purposes beyond Starix functionality
- ✓ Share your data with advertisers for ad targeting
- ✓ Train AI models on your private data without consent

Content & Intellectual Property Rights

Social Media Content:

Content accessed from your connected social media accounts (Instagram, TikTok, YouTube, Facebook) remains your property and is subject to the terms of those platforms.

License Grant to Starix:

By connecting social media accounts, you grant Starix a limited, non-exclusive, worldwide license to:

- ✓ Display your public social media content in your Starix portfolio.
- ✓ Show your content to brands when you apply to challenges.
- ✓ Use aggregate, anonymized metrics for platform analytics.
- ✓ Cache content temporarily for performance optimization.

You Retain Full Rights:

- ✓ You can disconnect platforms and revoke this license at any time.
- ✓ You maintain all ownership and can use your content elsewhere.
- ✓ We do not claim ownership of your creative work.

User-Generated Content on Starix:

Content you create directly within Starix (profile bio, challenge submissions, Circle descriptions) remains your intellectual property. By submitting this content, you grant Starix a license to display and distribute it within the platform for the purpose of facilitating brand partnerships.

Platform Technology & IP:

All Starix platform technology, algorithms, scoring systems, software, and features are the exclusive intellectual property of STARIX INNOVATIVE SOLUTIONS LIMITED and are protected by intellectual property laws.

Prohibited Actions:

You may not:

- ✓ Reverse engineer our algorithms or scoring systems.
- ✓ Scrape or extract data from the platform without authorization.
- ✓ Reproduce or copy platform features without permission.
- ✓ Use our intellectual property without explicit license.

Data Selling Prohibition

We do not and will never sell, rent, or trade your personal information to third parties for their marketing or advertising purposes. Any sharing of personal information is described in our Privacy Policy.

THIRD-PARTY PLATFORM TERMS; API COMPLIANCE; REVOCATION

Third-Party Platform Terms

If you connect a third-party platform account, your use of that third-party platform remains subject to its terms and policies. You may revoke Starix's access by disconnecting the applicable account in your Starix settings (and, where applicable, through the third-party platform's app authorization settings). Data deletion/retention practices are described in our Privacy Policy.

Meta Platforms (Instagram, Facebook)

Our use of Meta's APIs is subject to:

- ✓ Meta Platform Terms: <https://www.facebook.com/terms.php>
- ✓ Meta Platform Policy: <https://developers.facebook.com/docs/development/release/policies>
- ✓ Instagram API Terms of Use: <https://developers.facebook.com/terms>

Meta's Responsibility:

Meta is not responsible for Starix's data practices. Our relationship with Meta is limited to API access. Your use of Instagram and Facebook is governed by Meta's terms, not Starix's.

TikTok

Our use of TikTok's API is subject to:

- ✓ TikTok API Terms of Service
- ✓ TikTok Developer Policies
- ✓ TikTok Community Guidelines

TikTok's Responsibility:

TikTok is not responsible for Starix's data practices. Your use of TikTok is governed by TikTok's terms, not Starix's.

YouTube (Google)

Our use of YouTube's API is subject to:

- ✓ YouTube API Services Terms: <https://developers.google.com/youtube/terms/api-services-terms-of-service>
- ✓ Google API Services User Data Policy: <https://developers.google.com/terms/api-services-user-data-policy>
- ✓ YouTube Terms of Service

Google's Responsibility:

Google is not responsible for Starix's data practices. Your use of YouTube is governed by Google's terms, not Starix's.

Revoking YouTube Access:

You can revoke Starix's access to your YouTube data at any time via the Google security settings page: <https://security.google.com/settings/security/permissions>

API Terms Conflicts

If any terms of these Terms conflict with the requirements of social media platform APIs, the platform's terms take precedence for data from that specific platform.