Terms and Conditions

These terms govern all ReputAI subscription agreements. Last updated 26 November 2026.

Korving Klikt, trading as ReputAI

Da Costalaan 10, 3768 GH Soest, the Netherlands

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1. Definitions

"ReputAI" means the reputation intelligence platform operated by Korving Klikt, trading as ReputAI, registered at the Dutch Chamber of Commerce (KVK) under number 93506805, with its registered address at Da Costalaan 10, 3768 GH Soest, the Netherlands.

"Subscriber" means the entity or individual that has entered into a subscription agreement with ReputAI.

"Services" means the software-as-a-service platform, AI-generated analyses, dashboards, benchmarking data, and any related features made available under the applicable subscription plan (Pro or Elite).

"Subscription Period" means the period of the subscription stated in the order confirmation or invoice, commencing on the start date stated there or, if none is stated, on the invoice date. If no period is stated, the Subscription Period is twelve (12) months.

2. Scope of Services

ReputAI provides a SaaS platform that aggregates publicly available review data from third-party sources — including but not limited to Google, Leading Courses, TripAdvisor, and booking platforms — together with survey data where applicable, and generates AI-powered quarterly or monthly analyses, benchmarking reports, measurements of how third-party AI assistants describe the Subscriber, and action plans for golf clubs and hospitality businesses.

The specific features available to the Subscriber depend on the plan selected (Pro or Elite) as described in the applicable order confirmation or invoice. ReputAI reserves the right to modify or extend the features available within a plan, provided that no material reduction in functionality is made without prior notice.

3. Subscription and Payment

3.1 Billing. Each Subscription Period is billed in advance, unless otherwise agreed in writing. Invoices are due within 14 days of the invoice date.

3.2 Renewal. At the end of a Subscription Period the subscription renews automatically for twelve (12) months at a time, unless the order confirmation or invoice states that it ends without renewal, or the Subscriber provides written notice of cancellation at least 30 days before the end of the current Subscription Period.

3.3 No refunds. Subscription fees are non-refundable. In the event of cancellation during a Subscription Period, the Subscriber retains access until the end of the paid period.

3.4 Price changes. ReputAI will notify Subscribers of price changes at least 60 days before the renewal date. Continued use after renewal constitutes acceptance of the new pricing.

3.5 VAT. All prices are exclusive of VAT. VAT will be applied in accordance with applicable European Union rules. Subscribers established in EU member states other than the Netherlands who provide a valid VAT registration number will be invoiced under the reverse charge mechanism.

4. Access and Use

4.1 Licence. ReputAI grants the Subscriber a non-exclusive, non-transferable licence to access and use the Services during the Subscription Period for internal business purposes only.

4.2 User accounts. Pro plan subscriptions include one (1) user login. Elite plan subscriptions include up to three (3) user logins. User credentials may not be shared outside the Subscriber's organisation.

4.3 Prohibited use. The Subscriber may not resell, sublicense, reverse-engineer, or otherwise make the Services or the analyses generated available to third parties without prior written consent from ReputAI. This does not prevent the Subscriber from quoting reviews of its own club that the Services surface in its own communications. Any rights in those reviews belong to their authors or the platforms that publish them, and the Subscriber is responsible for complying with those platforms' terms.

5. Data and Privacy

5.1 Review data. The platform processes publicly available review data sourced from third-party platforms. ReputAI does not claim ownership of this data and makes no warranties regarding its completeness or accuracy.

5.2 Personal data. Where the Services involve the processing of personal data, ReputAI acts as a data processor on behalf of the Subscriber in accordance with Regulation (EU) 2016/679 (GDPR). ReputAI's Privacy Policy (reputai.nl/privacy) and, where applicable, a Data Processing Agreement govern such processing.

5.3 Aggregated data. ReputAI may use anonymised and aggregated data derived from the Services for product development and benchmarking purposes, provided that no individual Subscriber or reviewer can be identified.

6. AI-Generated Analysis

Figures in the analyses are calculated from the review data; artificial intelligence is used to read reviews and to write the narrative. AI Visibility reports the answers of third-party AI assistants, which vary between repetitions; the margins shown are part of the result. The analyses, action plans, and recommendations generated by the ReputAI platform are provided for informational purposes only. They do not constitute legal, financial, or professional advice. ReputAI does not guarantee specific business outcomes resulting from acting on these analyses.

7. Intellectual Property

All intellectual property rights in the ReputAI platform, including software, algorithms, design, and documentation, remain the exclusive property of Korving Klikt / ReputAI. The AI-generated analyses delivered to the Subscriber may be used by the Subscriber for internal purposes. ReputAI retains the right to use anonymised outputs for platform improvement.

8. Availability and Support

8.1 Availability. ReputAI aims for a platform availability of at least 99% on a monthly basis, excluding scheduled maintenance. ReputAI will endeavour to announce scheduled maintenance in advance.

8.2 Support. Support is provided through our contact form (reputai.nl/contact) during normal Dutch business hours. ReputAI does not guarantee response times but aims to respond within two (2) business days.

9. Limitation of Liability

To the maximum extent permitted by applicable law, ReputAI's total aggregate liability to the Subscriber for any claims arising under or in connection with these Terms shall not exceed the total subscription fees paid by the Subscriber in the twelve (12) months preceding the claim.

ReputAI is not liable for indirect, incidental, or consequential damages, including loss of revenue, loss of data, or reputational damage, arising from use of or inability to use the Services.

10. Termination

10.1 By Subscriber. The Subscriber may terminate the subscription by providing written notice at least 30 days before the end of the current Subscription Period. No refund is due for the remaining portion of the current Subscription Period.

10.2 By ReputAI. ReputAI may suspend or terminate access immediately if the Subscriber breaches these Terms, fails to pay invoices after a reminder, or engages in prohibited use as described in clause 4.3.

11. Governing Law and Disputes

These Terms are governed by the laws of the Netherlands. Any disputes arising from or in connection with these Terms shall be submitted to the exclusive jurisdiction of the competent court in Utrecht, the Netherlands, unless mandatory consumer protection rules require otherwise.

12. Amendments

ReputAI may amend these Terms at any time by providing at least 30 days' written notice to the Subscriber. Continued use of the Services after the effective date of any amendment constitutes acceptance of the revised Terms.

13. Contact

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