

Peppr Terms of Service

Last updated: July 15, 2026

These Terms of Service (“Terms”) are a legal agreement between Peppr AI Inc. (“Peppr,” “we,” “us,” or “our”) and the entity or person agreeing to them (“Customer” or “you”). They govern access to and use of the Peppr real-time in-call sales intelligence platform, applications, the website at usepeppr.ai, and related services (the “Service”).

By accessing or using the Service, or by signing an order form or agreement that references these Terms, you agree to be bound by them. If you are agreeing on behalf of an organization, you represent that you are authorized to bind that organization.

If a separate written agreement (for example, a Master Services Agreement or enterprise order form) exists between Peppr and Customer, that agreement governs to the extent it conflicts with these Terms.

1. The Service

Peppr provides software that listens to live sales calls on a User’s device, detects the questions being asked, and surfaces short, sourced answers and playbook guidance grounded in the knowledge sources a Customer connects. After a call, Peppr classifies questions, generates notes and analysis, and routes identified knowledge gaps. Features may evolve over time.

Deployment models. The Service may be provided as a hosted (cloud) offering operated by Peppr, or deployed as a single-tenant instance inside Customer’s own cloud or on-premise environment. The applicable model is set out in the relevant order form. Data handling differs between models as described in our Privacy Policy.

2. Accounts and access

You are responsible for:

- Providing accurate account information and keeping it current;
- Maintaining the confidentiality of credentials and all activity under your account;
- Ensuring that your Users comply with these Terms; and
- Configuring access controls appropriately for your organization.

You must promptly notify us of any unauthorized use of your account.

3. Customer responsibilities regarding calls, consent, and data

Because the Service processes live conversations and connected business data, Customer is responsible for:

- **Consent and notice.** Obtaining all consents and providing all notices required by applicable law (including call-recording, wiretap, and privacy laws in relevant jurisdictions) before using the Service on any call.
- **Rights to connected data.** Ensuring it has the right to connect its knowledge sources and to have Peppr process the content within them.

- **Lawful use.** Using the Service in compliance with all applicable laws and the Acceptable Use terms below.

Customer, not Peppr, determines which calls the Service is used on and which data sources are connected.

4. Acceptable use

You agree not to, and not to permit any User or third party to:

- Use the Service in violation of law or the rights of others;
- Record or process conversations without required consent;
- Reverse engineer, decompile, or attempt to derive source code, except as permitted by law;
- Resell, sublicense, or provide the Service to third parties except as expressly permitted;
- Interfere with or disrupt the integrity or performance of the Service;
- Introduce malicious code or attempt to gain unauthorized access to the Service or related systems; or
- Use the Service to build a competing product or to benchmark it for a competitor.

We may suspend access for conduct that violates this section or poses a security or legal risk, with notice where practicable.

5. Customer data and ownership

- **Your data is yours.** As between the parties, Customer owns all Customer content and connected data, and owns the AI outputs generated for it. Customer grants Peppr a limited license to process that data solely to provide and support the Service.
- **Our IP is ours.** Peppr owns the Service and all related software, models, and materials, other than Customer content. No rights are granted except as expressly stated.
- **Usage data.** Peppr may collect and use usage and operational data to operate, secure, debug, and improve the Service, as described in the Privacy Policy. Peppr will not use Customer content to train, tune, or improve any instance or model made available to another customer.
- **Feedback.** If you give us feedback, we may use it without restriction.

6. Third-party sources and integrations

The Service connects to third-party tools and data sources at Customer's direction. Customer is responsible for its use of those third parties and for compliance with their terms. Peppr is not responsible for third-party services.

7. Fees and payment

Fees, billing frequency, and payment terms are set out in the applicable order form. Unless stated otherwise: fees are non-refundable, invoiced amounts are due within 30 days, and late amounts may accrue interest. Fees are exclusive of taxes, which Customer is responsible for (other than taxes on Peppr's income).

8. Confidentiality

Each party may access confidential information of the other. The receiving party will protect it with reasonable care, use it only to perform under these Terms, and disclose it only to those who need it and are bound by similar obligations. This does not apply to information that is public, independently developed, or rightfully obtained from a third party, or to disclosures required by law.

9. Warranties and disclaimers

We will provide the Service with reasonable skill and care. Except as expressly stated, the Service is provided “as is” and “as available,” and we disclaim all other warranties, express or implied, including merchantability, fitness for a particular purpose, and non-infringement.

Peppr surfaces answers generated from connected sources and AI models. Peppr does not guarantee that every answer is accurate, complete, or current, and Customer remains responsible for the statements its Users make. The Service assists representatives; it does not replace their judgment.

10. Limitation of liability

To the maximum extent permitted by law:

- Neither party is liable for indirect, incidental, special, consequential, or punitive damages, or for lost profits or revenue; and
- Each party’s total aggregate liability arising out of or related to these Terms will not exceed the amounts paid or payable by Customer to Peppr in the twelve (12) months before the event giving rise to the claim.

These limits do not apply to a party’s breach of confidentiality obligations, Customer’s payment obligations, either party’s indemnification obligations, or liability that cannot be limited by law.

11. Indemnification

Each party will defend and indemnify the other against third-party claims to the extent arising from its breach of these Terms or its violation of law, subject to prompt notice, control of the defense, and reasonable cooperation.

12. Term, suspension, and termination

These Terms apply while you use the Service or as stated in your order form. Either party may terminate for material breach not cured within 30 days of notice. On termination, access ends and, on request, Peppr will delete or return Customer content in accordance with the Privacy Policy and applicable agreement. Sections that by their nature should survive (including 5, 8, 9, 10, and 11) survive termination.

13. Changes to the Service and these Terms

We may modify the Service and, on notice, these Terms. Material changes take effect as stated in the notice; continued use after they take effect constitutes acceptance. For customers under a negotiated agreement, that agreement’s change process controls.

14. Governing law and disputes

These Terms are governed by the laws of the State of California, without regard to conflict-of-laws rules. The parties submit to the exclusive jurisdiction of the state and federal courts located in San Francisco County, California.

15. General

These Terms, together with any order form and referenced policies, are the entire agreement between the parties on this subject. If any provision is unenforceable, the rest remains in effect. Neither party may assign these Terms without the other's consent, except in connection with a merger or sale of assets. Failure to enforce a provision is not a waiver.

16. Contact

Peppr AI Inc.

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