



MAGGIE'S ADVENTURES UNIVERSE

Terms of Service

Entity **Maggie's Adventures Universe Holdings Ltd (incorporated in England and Wales, 9 June 2026, Company No. 17271239)**

App **Maggie's Adventures Universe — www.maggiesadventuresuniverse.online**

Contact **hello@maggiesadventuresuniverse.com**

Effective **September 2026**

Version **1.3**

Please read these Terms of Service carefully before using Maggie's Adventures Universe. By creating an account, you agree to be bound by these terms.

1. About the Service

Maggie's Adventures Universe ("the app", "the service") is a family travel companion application developed and operated by Maggie's Adventures Universe Holdings Ltd ("we", "us", "our"), a company limited by shares incorporated in England and Wales on 9 June 2026 (Company No. 17271239).

The app is designed for use by parents or legal guardians and their children aged 8–13. It provides AI-generated destination stories, educational content about wildlife and culture, interactive quizzes, and travel planning tools. All destination, wildlife, and cultural content is created in line with the MAU Family Promise, our published standard for representing people, cultures, and the natural world respectfully and accurately, available to everyone at <https://www.maggiesadventuresuniverse.com>.

2. Eligibility and Account Creation

To create an account, you must be aged 18 or over and be the parent or legal guardian of any child whose profile you create. By creating an account, you confirm that:

- You are aged 18 or over
- You are the parent or legal guardian of any child profile you create
- All information you provide is accurate and complete
- You have read and agree to our Privacy Policy

You must not create an account on behalf of another adult or allow anyone other than yourself to use your account credentials.

3. Parental Consent and Child Profiles

Before creating a child profile, we require verifiable parental consent via email verification. This is a legal requirement under COPPA, the UK Children's Code, and GDPR. By completing this verification, you confirm your consent for us to collect and process your child's data as described in our Privacy Policy.

You are responsible for all activity on child profiles associated with your account. You must ensure that your child uses the app in accordance with these Terms and in a manner appropriate to their age.

4. Subscriptions and Payments

4.1 Free trial

New accounts receive a free trial period. The duration of the trial is shown at the time of sign-up. No payment is required to start the trial.

4.2 Paid subscription

Following the trial period, continued access to premium features requires a paid subscription. Subscription pricing is displayed clearly before purchase. All payments are processed securely by Stripe. We do not store your payment card details. By making a purchase, you also agree to Stripe's Terms of Service (stripe.com/legal).

4.3 Billing

Subscriptions are billed on a recurring monthly basis. Your subscription will automatically renew at the end of each billing period unless cancelled. You authorise us to charge the payment method on file for each renewal.

4.4 Cancellation

You may cancel your subscription at any time via the account settings in the app or by contacting hello@maggiesadventuresuniverse.com. Cancellation takes effect at the end of the current billing period. We do not offer refunds for partial billing periods unless required by law.

4.5 Price changes

We may change subscription pricing with at least 30 days' notice sent to your registered email address. Continued use of the service after a price change constitutes acceptance of the new pricing.

5. Acceptable Use

You agree to use the app only for its intended purpose and in accordance with applicable law. You must not:

- Use the app to upload, transmit, or store any content that is unlawful, harmful, abusive, or obscene
- Attempt to access, reverse-engineer, or interfere with any part of the app's infrastructure
- Use the app to collect data about other users
- Share your login credentials outside your immediate household. An account may be used by up to two adults and four child profiles residing at the same address.
- Use automated tools, bots, or scripts to interact with the service
- Attempt to circumvent any subscription paywall or access control

6. Intellectual Property

6.1 Our content

All content in the app — including but not limited to MAU character bibles, story & narrative engines, Q&A games, illustrations, and the Maggie's Adventures Universe brand — is the exclusive intellectual

property of Maggie's Adventures Universe Holdings Ltd and is protected by UK, EU, and international copyright law.

Your subscription grants you a personal, non-exclusive, non-transferable licence to access and use the app for private family use. You may not reproduce, distribute, adapt, or commercially exploit any content from the app without our prior written permission.

6.2 User-created content

Where the app allows you or your child to create, save, or submit content, you retain ownership of that content. By submitting it, you grant Maggie's Adventures Universe Holdings Ltd a non-exclusive, royalty-free licence to store and use that content solely for the purpose of providing the service to you. We will never use your child's created content for advertising, training AI models, or any commercial purpose beyond delivering the app features.

7. AI-Generated Content

Maggie's Adventures Universe uses artificial intelligence to generate story content, quiz questions, and educational material. All AI-generated content is produced under the MAU Family Promise, our published standard for how we represent people, cultures, wildlife, and the natural world. This includes commitments such as understanding each culture on its own terms rather than measuring it against any other as the "normal" default, never ranking one way of life above another, and treating wildlife and habitats with the same respect and care as the people who live alongside them. The MAU Family Promise is available to everyone at <https://www.maggiesadventuresuniverse.com>.

While we use the MAU Family Promise and detailed character and narrative guidelines to ensure quality and consistency, AI-generated content is produced dynamically and may vary between sessions.

We do not guarantee that AI-generated content is error-free. If you encounter content that appears factually incorrect, inappropriate, exoticising, disrespectful of a culture or living thing, or otherwise inconsistent with the Maggie character or the MAU Family Promise, please report it to hello@maggiesadventuresuniverse.com. Reports of content that may be harmful to minors, or that fails to meet the MAU Family Promise, will be treated as urgent: we will review and take action within 24 hours. This reflects our obligations under the UK Children's Code to proactively protect children from harmful material.

8. Availability and Changes to the Service

We aim to keep the app available at all times but cannot guarantee uninterrupted access. We may carry out maintenance, deploy updates, or temporarily suspend access without notice.

We reserve the right to modify, discontinue, or withdraw features of the app at any time. We will endeavour to give reasonable notice of significant changes via email.

9. Limitation of Liability

To the maximum extent permitted by applicable law, Maggie's Adventures Universe Holdings Ltd shall not be liable for any indirect, incidental, special, consequential, or punitive damages arising from your use of the app, including but not limited to loss of data, loss of revenue, or any harm caused by AI-generated content.

Our total liability to you in connection with the service shall not exceed the total subscription fees paid by you in the 12 months preceding the claim.

Nothing in these Terms limits our liability for death or personal injury caused by our negligence, fraud, or any liability that cannot be excluded by law.

10. Indemnification

You agree to indemnify and hold harmless Maggie's Adventures Universe Holdings Ltd, its directors, employees, and agents from any claims, damages, or expenses (including legal fees) arising from your breach of these Terms or misuse of the service.

11. Termination

We may suspend or terminate your account immediately if we believe you have breached these Terms, if required by law, or to protect the safety of other users.

You may close your account at any time via Settings → Privacy Controls → Delete my account. Account deletion is permanent and all associated data will be erased within 30 days.

12. Governing Law and Disputes

These Terms are governed by the laws of England and Wales. Any dispute arising from these Terms or your use of the service shall be subject to the exclusive jurisdiction of the courts of England and Wales.

If you are a consumer located in the EU, you may also be entitled to bring a claim in the courts of your country of residence under applicable EU consumer protection law.

We are committed to resolving disputes amicably. If you have a concern, please contact us at hello@maggiesadventuresuniverse.com before taking formal action.

13. Changes to These Terms

We may update these Terms from time to time. Where changes are material, we will notify you by email at least 14 days before they take effect. Continued use of the service after that date constitutes acceptance.

14. Contact

Email: hello@maggiesadventuresuniverse.com

Maggie's Adventures Universe Holdings Ltd · Centenary House, Peninsula Park, Rydon Lane, Exeter EX2 7XE, United Kingdom

Approved and authorised

2 September 2026

Terms of Service — Version 1.3



Nicolas F. S. Zaslavoglou

Founder • Storyteller • Adventurer

Maggie's Adventures Universe Holdings Ltd
