

Terms and Conditions

Effective Date: 27.01.2025

1. Introduction

These Terms and Conditions ("Terms") apply to your access and use of the services provided by Journey AB, a company registered in Sweden with company number 558471-7633 and registered office at Billdals Hagenväg 17, 42636 Billdal, Sweden ("Journey," "we," "us," or "our"). By registering for and using our services, you (the "Customer") agree to be bound by these Terms.

These Terms apply exclusively to business users ("entrepreneurs"). By accepting these Terms, you confirm that you are acting for purposes relating to your trade, business, or profession.

2. Definitions

- **Authorised Users:** Employees or representatives of the Customer who are permitted to access the Services.
- **Services:** Access to the Journey platform provided via www.journey.se.
- **Software:** The proprietary SaaS platform operated by Journey AB.
- **Subscription:** The Customer's chosen annual plan that grants access to the Services.
- **Subscription Term:** The period during which the Subscription is active, renewing annually unless terminated.

3. Scope of Services

Journey AB provides wine producers and distributors a platform to create and share digital e-labels between partners with product information. Customers may upload product information, which is displayed via QR codes that consumers can scan to view wine details. Customers may also sync their information to their external systems.

4. Registration and Eligibility

4.1. Registration is limited to businesses. Individuals must register on behalf of a legal entity or sole proprietorship.

4.2. Journey may request proof of business status (e.g., VAT number or corporate registration) before activating the account.

5. Customer Obligations

5.1. The Customer is responsible for the accuracy and legality of all data they upload.

5.2. The Customer must not:

- Use the platform for unlawful, harmful, or offensive content
- Reverse engineer, decompile, or copy the Software

- Build a competing service using access to the platform

5.3. The Customer agrees not to introduce viruses or attempt to breach the system's integrity.

6. Intellectual Property

6.1. Journey AB retains all rights, title, and interest in the Software, including all underlying technology and design.

6.2. Customers retain ownership of their uploaded data but grant Journey a non-exclusive, royalty-free licence to use, store, publish, and display such content for the purpose of delivering the service, including public QR code access.

6.3. Journey may adapt customer content for mobile or partner display. With prior written consent, Journey may also use the Customer's name and logo as a reference on its website or social channels.

7. Availability and Maintenance

7.1. Journey aims to provide 24/6 access but does not guarantee uninterrupted service. Planned maintenance may result in temporary outages.

7.2. A party shall not be liable for non-performance or delay in performance (other than of obligations regarding payment of money or confidentiality) caused by any event reasonably beyond the control of such party including, but not limited to wars, hostilities, revolutions, riots, civil commotion, national emergency, strikes, lockouts, unavailability of supplies, epidemics, fire, flood, earthquake, force of nature, explosion, embargo, or any other Act of God, or any law, proclamation, regulation, ordinance, or other act or order of any court, government or governmental agency.

8. Data Ownership and Portability

8.1. Customers are the sole owners of their uploaded data. They may request a copy of their data at any time during the Subscription Term.

9. Termination

9.1. The Customer may cancel their Subscription by providing written notice (via email to hello@journey.se) at least 30 days before the renewal date.

9.2. Journey may suspend or terminate access immediately if the Customer violates these Terms.

10. Limitation of Liability

10.1. Journey AB is not liable for any indirect, special, or consequential damages arising from use of the Services.

10.2. Total liability is limited to the amount paid by the Customer in the 11 months prior to the claim.

11. Changes to Services or Terms

11.1. Journy reserves the right to modify or improve the platform at its discretion, provided the changes are reasonable and do not materially degrade the service.

11.2. Journy may update these Terms from time to time. Customers will be notified by email or via the platform. If the customer does not object to the validity of the new Terms and Conditions within a period of 30 days after notification, the changed Terms and Conditions are deemed to have been accepted by the customer.

12. Governing Law and Jurisdiction

These Terms are governed by the laws of Sweden. Any disputes arising out of or in connection with these Terms will be subject to the exclusive jurisdiction of Swedish courts.

13. Contact

For any questions, please contact hello@journy.se.