SpecFlow

Terms of Service

Seldon Data, operating SpecFlow
Effective and last updated: November 11, 2026

These Terms of Service govern access to usespecflow.com and the SpecFlow platform provided by Seldon Data, operating SpecFlow ("SpecFlow", "we", "us"). By accepting these terms or using the service, you agree to them. If you use SpecFlow for an organization, you represent that you have authority to bind it. If you do not agree, do not use the service. Questions: yusuf@usespecflow.com.

1. The service and your account

SpecFlow provides business sales intelligence, project discovery, professional contact research, product matching, outreach tools, and pipeline and CRM workflows for building-product businesses and their representatives. Features and third-party integrations may change over time.

You must be at least 18 and provide accurate account information. You are responsible for safeguarding credentials, managing authorized users, choosing appropriate organization access and integration-sharing settings, and notifying us promptly of suspected unauthorized access. You may use the service only for lawful business purposes within your subscription or trial.

2. Customer content and permitted processing

You retain ownership of content you provide, including product information, notes, contact lists, and message drafts. You grant SpecFlow a limited permission to host, copy, process, transmit, and display that content as needed to deliver, support, and secure the service and carry out your instructions. This permission does not transfer ownership of your content.

You represent that you have the rights and permissions needed to provide content and connect accounts, including personal information about other people. You are responsible for reviewing content before sharing it and for ensuring that your instructions and use comply with applicable privacy, intellectual property, and communications laws. Our handling of personal information is described in the Privacy Policy at https://www.usespecflow.com/privacy-policy.

3. Connected accounts, outreach, and third-party services

An integration operates under the permissions you grant and the provider's terms. You authorize SpecFlow to perform the actions you initiate or configure, including creating drafts, sending approved messages or messages under enabled sending workflows, synchronizing replies, and updating CRM

records. You may disconnect an integration or revoke the provider's authorization at any time. Previously sent messages cannot be recalled merely by disconnecting.

You are responsible for sender authorization, recipient selection, required consent or other lawful basis, sender identification, unsubscribe mechanisms, suppression lists, and compliance with applicable anti-spam and marketing laws, including CASL and CAN-SPAM where applicable. Finding an email address or professional profile does not itself establish consent to contact that person. Do not use SpecFlow for spam, deception, harassment, impersonation, unlawful profiling, or prohibited automated activity.

Provider outages, permission changes, rate limits, account restrictions, and API changes can interrupt integrations. SpecFlow cannot guarantee the availability of an external account, the delivery of a message, or the accuracy of third-party information. You remain responsible for your relationships and agreements with those providers.

4. Research, AI, and your decisions

Project information, contact details, rankings, estimates, suggested actions, AI-generated drafts, and meeting assessments may be incomplete, outdated, or incorrect. Verify material facts and review generated communications before relying on or sending them. Examples and illustrative data do not represent guaranteed opportunities or results.

SpecFlow does not guarantee specifications, meetings, sales, revenue, project awards, delivery, or recipient responses. The service provides business research and workflow assistance rather than legal, engineering, design, or other regulated professional advice. You are responsible for commercial decisions and professional review.

5. Acceptable use and intellectual property

Do not attempt unauthorized access, bypass access controls or usage limits, introduce malicious code, interfere with the service, infringe another person's rights, or collect information unlawfully. Do not resell access or redistribute our research datasets as a competing standalone data product without written permission. Lawful use of exported information for your business activities remains subject to your agreement and applicable source restrictions.

SpecFlow and its licensors retain rights in the software, interfaces, branding, and service materials, excluding your content and third-party materials. We grant you a limited, non-exclusive right to access the service for your authorized business use during the applicable term. No ownership rights are transferred. You may choose to provide feedback; we may use it to improve the service without an obligation to compensate you.

6. Subscriptions, fees, and trials

Prices, included usage, billing intervals, renewal terms, and any minimum commitment are those agreed in your order form, proposal, invoice, or checkout. You authorize the agreed charges and are responsible for applicable taxes. A subscription renews only where your accepted billing terms provide for renewal. We will provide any legally required notice of pricing or renewal changes.

You can request cancellation by contacting yusuf@usespecflow.com. Cancellation takes effect according to your agreed billing terms; it does not cancel amounts already due. Refunds and credits follow your written agreement and applicable law. Free trials may be limited or expire; continued paid access requires acceptance of the relevant commercial terms. A signed agreement or order form controls over conflicting provisions of these terms.

7. Confidentiality and security

Each party will use reasonable care to protect the other party's non-public business information obtained through the service and will use it only to perform the relationship or as otherwise authorized. This does not restrict information that is public through no breach, already lawfully known, independently developed, or lawfully received from another source. Required legal disclosures are permitted, with notice where legally allowed.

You must use appropriate access settings and promptly remove users who no longer need access. Do not submit passwords, payment card numbers, government identifiers, health information, or other highly sensitive information into research prompts, notes, or outreach unless expressly agreed in writing and supported by the relevant feature.

8. Suspension, cancellation, and data

We may restrict or suspend access where reasonably necessary to address security risks, unlawful activity, material breaches, non-payment, or provider requirements. Where practical and lawful, we will explain the reason and provide an opportunity to resolve the issue. We may discontinue a feature or the service with reasonable notice where practical and subject to your written agreement and applicable law.

You may stop using the service and request account closure by emailing yusuf@usespecflow.com. Request available exports before access ends. Disconnecting an integration is separate from deleting previously stored information. Deletion and retention requests are handled under the Privacy Policy, legal obligations, and any applicable customer agreement. Provisions that by their nature should survive termination, including payment obligations, ownership, confidentiality, liability limits, and dispute provisions, continue to apply.

9. Warranties and limitations of liability

To the extent permitted by law and except for commitments in a signed agreement, the service and research are provided as available, without warranties of uninterrupted operation, complete accuracy, fitness for a particular purpose, or a particular commercial outcome. We will use reasonable care in providing the service, but no internet service is entirely error-free or secure.

To the extent permitted by law, neither party is liable under these terms for indirect or consequential losses, lost profits, or lost business opportunities. Each party's total liability arising from the service is limited to the fees paid or payable by you for the service during the twelve months before the event giving rise to the claim, or CAD 100 if you used only a free service. These exclusions and limits do not limit your payment obligations or either party's fraud, wilful misconduct, or liability that cannot lawfully be excluded or limited. Mandatory statutory rights and any different liability terms in a signed agreement are preserved.

10. Disputes, changes, and contact

Please contact yusuf@usespecflow.com first so we can try to resolve a concern in good faith. Any governing law and forum specified in your signed customer agreement apply. Otherwise, governing law and jurisdiction are determined under applicable law; these terms do not require private arbitration or waive non-waivable rights.

We may update these terms. We will identify the latest revision by the date above and provide notice of material changes where required. Updated terms apply prospectively, subject to applicable law and existing written agreements. If a provision is unenforceable, the remaining provisions continue to apply. Neither party's delay in enforcing a right is a waiver of that right.

The current terms are available at https://www.usespecflow.com/terms-of-service. Provider and contact: Seldon Data, operating SpecFlow; yusuf@usespecflow.com.