

Terms of Service

Effective Date: 1 May 2026

Company: Content Primary FZ-LLC

Address: RAKEZ Business Zone, Al Nakheel Area, P.O. Box No. 10055, Ras Al Khaimah, United Arab Emirates

Website: Newsmatic.ai

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1. Introduction and Acceptance

These Terms of Service ("Terms") govern access to and use of the website Newsmatic.ai and of Newsmatic, an automated content production platform operated by Content Primary FZ-LLC ("Company", "we", "us", or "our").

In these Terms, "Customer" means the media organization or other legal entity that enters into an agreement with us for use of the platform, or on whose behalf the platform is accessed. "User" means any individual who accesses the website or the platform, whether on the Customer's behalf or otherwise. "You" refers to the Customer and to the User, as applicable in the context. Where an individual accesses the platform on behalf of an organization, that individual represents that they are authorized to bind the organization to these Terms, and references to "you" apply to both.

By accessing our website, creating an account, requesting a demo, or using our services, you agree to these Terms. If you do not agree, you should not use Newsmatic.ai or the platform.

2. Description of Services

Newsmatic provides an automated content production system for media organizations. The platform collects information from digital sources designated by the customer, generates original articles in accordance with the editorial direction configured by the customer, selects accompanying photographs and video from sources the customer is entitled to use, and delivers the resulting material for editorial review and publication.

The platform can operate in fully automated mode or with mandatory human editorial approval prior to publication. The customer determines which mode applies and remains fully responsible for that decision.

We may update, modify, improve, suspend, or discontinue parts of the service from time to time.

3. Eligibility and Account Registration

The platform is intended for professional and business use by media organizations and other commercial entities. Users must provide accurate and complete information when creating an account, requesting access, or communicating with us.

Users are responsible for maintaining the confidentiality of their login credentials and for all activity that occurs under their account. Organizations are responsible for managing user access, permissions, editorial configuration, and internal use of the platform, including the designation of persons authorized to approve content for publication.

4. Acceptable Use

Users agree not to use the service for unlawful, harmful, fraudulent, or abusive purposes; to generate or publish content that is illegal, defamatory, discriminatory, deliberately misleading, or otherwise harmful; to configure the platform to draw from sources obtained unlawfully or in breach of a third party's terms of use; to upload malicious code, viruses, or harmful files; to attempt to gain unauthorized access to systems, accounts, or data; to interfere with platform performance or security; to copy, reverse engineer, or misuse the platform; or to violate intellectual property, privacy, or data protection rights.

We reserve the right to suspend or terminate access if these Terms are violated.

5. Sources, Generated Content and Editorial Responsibility

The customer designates the digital sources from which the platform collects information, and is responsible for ensuring that it has the necessary rights, permissions and legal basis to access and process those sources.

Articles produced by the platform are generated automatically on the basis of those sources and the editorial configuration set by the customer. We do not verify, endorse, or warrant the accuracy, completeness, legality or suitability for publication of generated material, and generated material is provided for editorial review rather than as finished editorial output.

The customer is solely responsible for all content it publishes, irrespective of whether that content was reviewed by a human editor before publication or published in automated mode. Editorial responsibility, including compliance with media law, press regulation and journalistic standards applicable in the customer's jurisdiction, rests entirely with the customer.

The customer retains ownership of content produced for it through the platform. By using the platform, the customer grants us a limited right to process, store, transmit and display such content only as necessary to provide, maintain, secure and improve the service.

6. Photographs, Video and Third-Party Media

The platform selects illustrative photographs and video from sources configured by the customer, which may include the customer's own archive and free or licensed stock libraries to which the customer holds rights.

The customer is responsible for ensuring that the configured media sources are lawfully available to it and that any applicable licence terms, attribution requirements and usage restrictions are observed. We do not grant, procure or warrant any rights in third-party media.

7. Intellectual Property

All rights, title, and interest in Newsmatic, including software, design, branding, technology, documentation, trademarks, and related intellectual property, belong to Content Primary FZ-LLC or its licensors.

No rights are transferred to users except for the limited right to use the platform in accordance with these Terms.

8. Fees and Payment

Certain services may be provided on a paid subscription, license, or enterprise contract basis. Fees, billing terms, payment schedules, renewal terms, and cancellation conditions will be defined in the applicable order form, agreement, or invoice.

Failure to pay applicable fees may result in suspension or termination of access.

9. Confidentiality

Both parties may receive confidential information during the use or provision of the service. Each party agrees to protect confidential information and not disclose it except as required to perform obligations, comply with law, or with prior written consent.

10. Service Availability

We aim to provide a reliable and secure service, but we do not guarantee uninterrupted, error-free, or always-available access. Maintenance, updates, technical issues, security events, or circumstances beyond our control may affect availability.

11. Disclaimer of Warranties

The service is provided on an “as is” and “as available” basis. To the fullest extent permitted by law, we disclaim warranties of merchantability, fitness for a particular purpose, non-infringement, uninterrupted operation, and error-free performance.

12. Limitation of Liability

To the fullest extent permitted by law, Content Primary FZ-LLC shall not be liable for indirect, incidental, consequential, special, punitive, or loss-of-profit damages arising from use of the service.

Our total liability shall not exceed the amount paid by the customer for the service during the period defined in the applicable agreement, or, if no agreement exists, the maximum amount permitted by applicable law.

13. Termination

We may suspend or terminate access if users violate these Terms, fail to pay fees, misuse the platform, or create security, legal, or operational risk.

Customers may terminate their service in accordance with their subscription, license, or enterprise agreement.

14. Governing Law

These Terms shall be governed by the laws of the United Arab Emirates, unless otherwise agreed in a separate written agreement.

15. Changes to These Terms

We may update these Terms from time to time. Updated Terms will be posted on our website with a revised effective date.

16. Contact

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