Inboxgame Terms of Service

Last updated: 17 November 2026

1. Who we are and who these Terms are for

1.1 These Terms apply between Inboxgame ApS, CVR 38486071, Løvsangervej 16, Kongsted, 4683 Rønnede, Denmark ("Inboxgame", "we", "us") and the business that uses the Inboxgame platform at inboxgame.ai ("the Customer", "you").

1.2 The platform is for businesses only. You confirm that you act on behalf of a business and that you have authority to accept these Terms for it. Consumer protection rules, including the right of withdrawal, do not apply.

1.3 You accept these Terms when you request a proposal, create an account, approve a proposal or pay for a campaign, whichever comes first.

1.4 These Terms consist of:

- these Terms of Service
- Annex 1: the Data Processing Agreement
- the prices shown on inboxgame.ai at the time of your order

If they conflict, the Data Processing Agreement prevails on data protection, and these Terms prevail on everything else.

2. Definitions

Term	Meaning
Platform	The Inboxgame platform at inboxgame.ai, including Robbi, the game engines, the statistics page and the integrations
Robbi	Our AI assistant that researches your website and makes game proposals
Proposal	The games Robbi makes for you before you order
Campaign	One or more games you have ordered and paid for, set up for a period you choose
Participant	A person who plays a game in your Campaign
Leads	The data Participants submit when they sign up in a game
Customer Material	Your logos, brand assets, product images, texts and prizes

3. The service

3.1 **Proposal.** You enter your website address. Robbi reads the public content of your website, such as logo, colours, products and industry, asks you a few questions and makes up to six game proposals in your brand. In some instances and campaigns, you may be offered a free proposal. A free proposal does not bind you to order anything, but sections 8.6 to 8.8 on copying still apply.

3.2 **Approval.** You test the games and tell us what you want changed. We make reasonable changes. A Campaign is only ordered when you approve the games and pay.

3.3 **Onboarding and setup.** Onboarding is included in the price. We set up the Campaign on a domain you control, for example spil.yourstore.dk. You point the subdomain to our servers, and we set up the address and its certificate. We connect the Campaign to your newsletter system, CRM, webshop, API or webhook. Leads are delivered to your system through our lead routing provider, LeadByte, or directly to an endpoint you give us.

3.4 **Statistics.** You get a private link where you can follow the results of your Campaign. Anyone who has the link can see the figures, so keep it confidential and tell us at once if you suspect misuse.

3.5 **Hands-on help.** On request we can offer extra help from our team, for example custom games or advice. Extra work is agreed and priced separately before we start.

3.6 **Scope.** The Platform currently offers games. We may add new features, such as quiz features, later. New features may have their own terms or prices, which we will tell you about before you use them.

4. AI-generated content

4.1 Robbi uses AI models from third-party providers to create proposals, texts and game content. AI can make mistakes. Texts, prices, product names, prize descriptions and images can be wrong, incomplete or unsuitable.

4.2 You must review all content before you approve a Campaign. When you approve, you take responsibility for the content as published, including claims about your products, prices and prizes.

4.3 You confirm that you have the rights to all Customer Material, including material Robbi finds on your website, and that our use of it for your Campaign does not infringe the rights of others.

4.4 We do not use your Customer Material for other customers.

5. Prices and payment

5.1 You pay a fixed price per Campaign. The price depends on the number of games, from one to six, as shown on inboxgame.ai at the time of your order. All prices are in DKK and exclude VAT.

5.2 There is no binding period. Each Campaign is a separate order.

5.3 You pay through Stripe, by card or MobilePay, when you have approved the games and before the Campaign goes live. We send the invoice by email.

5.4 **No cancellation.** The Platform is for businesses, so there is no right of withdrawal. Your order is binding once you have approved the games and paid, and paid amounts are not refunded. If we cannot deliver the Campaign, you get your money back.

5.5 **Subscription.** We may later offer a subscription. A subscription will be on separate terms, which you accept before you sign up.

5.6 We may change our prices. Changes do not affect Campaigns you have already paid for.

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6. Your responsibilities

6.1 **Competition rules and prize.** You decide the prize and the rules of each competition. The rules must be clear to Participants from the start, including who is behind the competition, the prize, the closing date, the minimum age and how the winner is found. You set the minimum age yourself, but never lower than the age at which a child can consent on its own where the Campaign runs, which is 15 in Denmark. We recommend 18, so the winner can legally receive the prize without a parent's consent.

6.2 **Free participation.** Participation must be free and must not depend on a purchase. A competition that requires a stake can be gambling that needs a licence under the Danish Gambling Act (spilleloven). You are responsible for keeping your Campaign outside that act.

6.3 **Drawing the winner.** You draw the winner among the Participants in your own system, notify the winner and deliver the prize.

6.4 **Consent text.** You always write your own consent text for the sign-up form, and we add it to the game. You are responsible for it complying with the law and being sufficient for your use of the Leads. We may show an example text for demonstration purposes only. It is not legal advice, and you remain responsible for your text even if you build on our example or we look at your text before go-live.

6.5 **Marketing to Participants.** When you contact Participants by email or SMS, you must comply with section 10 of the Danish Marketing Practices Act (markedsføringsloven) and only send what the Participant has consented to.

6.6 **Privacy policy.** You must have a privacy policy that covers your use of the Leads, and link to it in your Campaign.

6.7 **Lawful use of Leads.** You may only use the Leads lawfully and for the purposes stated in the consent text. You may not sell or share the Leads unless the Participant has consented to it.

6.8 **Prohibited Campaigns.** You may not use the Platform for:

- unlawful products or services
- tobacco and nicotine products, weapons, prescription medicine, adult content or gambling
- alcohol, unless the Campaign follows the Danish rules on alcohol marketing
- Campaigns aimed at children
- misleading or offensive content

6.9 You must give us correct information and the access we need to set up the Campaign, for example DNS access and API keys to your systems.

6.10 **Campaigns outside Denmark.** Your Campaign can run in any country. If it runs outside Denmark, you are responsible for knowing and following the local rules, for example on competitions, marketing, data protection and age limits. Tell us which countries your Campaign will run in before it goes live.

7. Data protection

7.1 For the Leads and other Participant data, you are the data controller, and Inboxgame is the data processor. Our processing is governed by the Data Processing Agreement in Annex 1.

7.2 For your own contact persons, such as the people who chat with Robbi, create an account or receive invoices, Inboxgame is the data controller. The Inboxgame Privacy Policy at inboxgame.ai explains how we process that data.

8. Intellectual property

8.1 **Ours.** Inboxgame owns the Platform, Robbi, the game engines, templates, designs, code, statistics and know-how, including improvements we make while working for you.

8.2 **Yours.** You keep all rights to your Customer Material and to your Leads.

8.3 **Licence to you.** When you have paid, you get a non-exclusive right to use the games in your Campaign for the period of the Campaign. You may not copy, sell or resell the games or the Platform.

8.4 **Licence to us.** You give us the right to use your Customer Material to make proposals and to run your Campaign.

8.5 **References.** You agree that we may mention you as a customer and show your name, logo and the games from your Campaign in our marketing, for example on inboxgame.ai, in ads and in presentations. We only show the results of your Campaign if you have agreed to it separately. You can ask us to stop at any time by writing to us.

8.6 **Proposals belong to us.** Proposals, including free ones, and everything in them, such as game concepts, designs, graphics, texts, prize ideas and code, belong to Inboxgame until you have ordered and paid for them. You may only use a Proposal to decide whether to order a Campaign from us.

8.7 **No copying.** You may not, yourself or through others:

- copy, rebuild or imitate our games or Proposals, in whole or in part
- give Proposals, screenshots, game files or links to a third party, such as another agency or developer, to have similar games made
- copy, download, scrape or reverse engineer the code, graphics or design of our games or the Platform
- use a game after the Campaign it was bought for has ended

This does not prevent you from running general game types, such as a wheel of fortune or a scratch card, that do not build on our Proposals, designs or code.

8.8 **Liability for copying.** If you use a Proposal or one of our games without ordering it, or otherwise breach 8.7, you are liable for the loss this causes us, including what the corresponding Campaign would have cost you. We may also demand that the use stops at once. The limitations of liability in section 10 do not apply to your liability under this section.

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9. Availability

9.1 We make reasonable efforts to keep the Platform and your Campaigns available, but we do not guarantee any uptime.

9.2 We may carry out planned maintenance. We try to do it outside peak hours and to give notice in advance when it affects live Campaigns.

9.3 We do not guarantee any results, such as the number of Participants, sign-ups, sales or conversion rates. Figures on our website are examples from earlier campaigns.

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10. Liability

10.1 We are not liable for indirect loss, including lost profit, lost revenue, lost Leads, lost data, lost goodwill or business interruption.

10.2 Our total liability for any claim is limited to the amount you paid for the Campaign the claim relates to, and never more than the total amount you paid us in the 12 months before the claim arose.

10.3 The limits in 10.1 and 10.2 do not apply if we have acted with intent or gross negligence.

10.4 We are not liable for errors in systems we do not control, including your systems, your domain, your CRM or newsletter system, or third-party services you connect to the Platform.

10.5 You must indemnify us against claims from third parties, including Participants and authorities, that arise from your Customer Material, your competition rules, your prize or your use of the Leads.

10.6 Neither party is liable for delays or failures caused by events outside its reasonable control, such as failures at internet or hosting providers, cyberattacks, strikes or natural disasters (force majeure).

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11. Confidentiality

Each party keeps the other party's confidential information, such as prices, results and business plans, confidential and only uses it to perform these Terms. This does not apply to information that is public or that a party must disclose by law. This does not prevent us from using anonymised and aggregated figures that do not identify you, as described in clause 13.4 of the Data Processing Agreement.

12. Term and termination

12.1 Each Campaign runs from go-live until the end date you have chosen, unless it ends earlier under this section.

12.2 You can stop a live Campaign at any time by writing to us. Paid amounts are not refunded, see section 5.4.

12.3 We may suspend or stop a Campaign, or close your account, with immediate effect if you materially breach these Terms, for example by running a prohibited Campaign, misusing Leads or not paying. If we stop a Campaign for this reason, you do not get a refund.

12.4 When a Campaign ends, we stop collecting Leads. What happens to the data afterwards, including deletion, follows the Data Processing Agreement.

12.5 Sections 8, 10, 11 and 14 continue to apply after a Campaign or the agreement has ended.

13. Changes to these Terms

13.1 We may change these Terms. We will tell you by email at least 30 days before material changes take effect.

13.2 Changes do not apply to Campaigns you have already paid for, unless the change is required by law.

14. General

14.1 **Assignment.** You may not transfer your rights or obligations without our written consent. We may transfer the agreement to a company that takes over all or part of our business.

14.2 **Entire agreement.** These Terms, the Data Processing Agreement and your order are the entire agreement between us and replace earlier agreements about the same subject.

14.3 **Severability.** If a provision is invalid, the rest of the Terms still apply.

14.4 **Governing law and venue.** These Terms and any dispute or claim arising out of or in connection with them, including non-contractual disputes or claims, are governed by Danish law. The courts of Denmark have exclusive jurisdiction, and the City Court of Næstved (Retten i Næstved) is the court of first instance.

15. Contact

Notices under these Terms are sent by email to privacy@inboxgame.ai or by post to Inboxgame ApS, Løvsangervej 16, Kongsted, 4683 Rønnede, Denmark.

Annex 1: Data Processing Agreement