

LATIN FIRE — GENERAL TERMS AND CONDITIONS

Version 1.0 — 22 August 2026

These Terms may be updated. The version number and date above always identify the version in force.

1. Definitions

Latin Fire / we / us — the operator of the platform available at latinfire.ai, registered with the Netherlands Chamber of Commerce under KvK number [•].

Platform — the website, application and services at latinfire.ai, including Chat Mode, Explore Mode, personal profiles, Organization and Entity pages, and all related dashboards.

User — any person who creates an account on the Platform.

Community Dancer — a User holding only the Dancer role.

Associate Publisher — a User holding a professional role (DJ, teacher, performer, MC, musician, media creator or comparable) who does not own an Organization.

Publisher — a User who owns or controls an Organization on the Platform (organizer, venue owner, school owner, band manager, shop owner or comparable).

Professional User — Publishers and Associate Publishers together.

Organization — the account representing a business or collective on the Platform.

Entity — a unit within an Organization: a school, venue, shop, band, performing team, or event brand.

Event — any event, party, festival, congress, class, workshop or comparable activity published on the Platform by a Publisher.

Listing Content — all information a User submits to the Platform, including profile data, Organization and Entity data, Event data and media.

AI Output — text, summaries, descriptions or recommendations generated by the Platform's AI systems from Listing Content.

2. Scope and acceptance

2.1 These Terms apply to every use of the Platform.

2.2 By creating an account, completing an Organization setup, or publishing content, the User accepts these Terms.

2.3 A User's own general terms and conditions do not apply unless Latin Fire has accepted them in writing.

2.4 We may amend these Terms. Material amendments are notified at least thirty (30) days in advance by email and in the app. A User who does not accept an amendment may close their account before it takes effect; continued use afterwards means acceptance. Amendments do not apply retroactively to Events already published.

3. Accounts

3.1 Users must be at least 18 years of age.

3.2 A User's tier — Community Dancer, Associate Publisher or Publisher — follows from the roles held on the account. Holding any ownership role makes a User a Publisher under these Terms.

3.3 Publisher status may only be claimed by someone authorised to represent the Organization concerned. By completing Organization setup, the User confirms they hold that authority. Latin Fire may request KvK or equivalent registration details.

3.4 Accounts are personal and login details may not be shared. Team access to an Organization must be granted through the Platform's team management function.

4. Accuracy and the trust commitment

4.1 The Platform is an encyclopaedia of the Latin dance scene, and its value depends entirely on the accuracy of what Users publish. Every Professional User therefore undertakes, as a material obligation under these Terms, that all Listing Content they submit is truthful, accurate, complete and not misleading.

4.2 On completing Organization setup, and on every material change afterwards, the Professional User confirms specifically that:

(a) the Organization and each Entity genuinely exist and are operated by or with the authority of the User;

- (b) all identity, business, contact, address and registration details are correct and current;
- (c) all Event details — date, time, venue, address, programme, age policy and accessibility — are correct as published;
- (d) all pricing and availability information shown is correct, and all mandatory charges are disclosed;
- (e) all lineup and credit information is accurate, and no professional is presented as performing, teaching or appearing without that person's actual agreement;
- (f) all photographs, video, music, logos and other media are either owned by the User or used with the rights holder's permission;
- (g) any qualification, award, certification, affiliation or comparable claim is genuine and verifiable on request;
- (h) any statement about a third party is factually correct and lawful.

4.3 Duty to correct. Listing Content that becomes inaccurate must be corrected without undue delay, and in any event within 48 hours of the User becoming aware of it. Where an Event is cancelled, postponed, relocated or materially changed, the Publisher must update the Platform immediately.

4.4 No manipulation. Users may not submit content designed to distort the Platform's AI systems, including fabricated activity, duplicate or shell Organizations, hidden text, or instructions embedded in Listing Content intended to influence AI Output about themselves or others. Endorsements and engagement must not be bought, sold or falsified.

4.5 Verification. Latin Fire may verify any Listing Content at any time and may request supporting documentation. Verification badges are granted at Latin Fire's discretion, are not a warranty to any third party, and may be withdrawn.

4.6 Consequences. Where Listing Content is materially inaccurate, Latin Fire may — proportionately and, where practicable, after notice and an opportunity to correct — correct or remove the listing, withdraw verification, suspend AI distribution of that Organization's content, or suspend or close the account. Repeated or deliberate inaccuracy is a material breach permitting immediate closure.

4.7 The Professional User indemnifies Latin Fire against all third-party claims, damages, fines and reasonable legal costs arising from Listing Content that breaches this clause 4.

5. Publishers and their Events

5.1 The Publisher is and remains the sole organiser of, and the responsible party for, every Event it publishes. Latin Fire provides visibility and technology only, is not a co-organiser or promoter, and carries no organiser responsibility for any Event.

5.2 The Publisher is responsible for all permits, licences, venue and safety compliance, music rights, insurance, staffing, security, and all taxes arising from its Events.

5.3 The Publisher must publish and honour clear terms for its own Events, covering at minimum cancellation, refunds and behaviour policy, and must respond to attendee complaints routed through the Platform within five (5) working days.

5.4 Where an Associate Publisher is named in a lineup, the Publisher must send a connection request through the Platform and may only present that person as confirmed once the request has been accepted.

6. Free access

6.1 The Platform is currently provided free of charge. Accounts, profiles, Organization setup and AI features require no payment and no credits.

6.2 Latin Fire may introduce paid features in future. No charge will be applied to an existing User without at least thirty (30) days' prior notice and an express opt-in.

7. Community Allocation

7.1 In return for the free listing, AI content creation, promotion and coverage Latin Fire provides, each Publisher grants Latin Fire five (5) complimentary tickets or guest-list seats for every Event it publishes, automatically and whether or not we use them.

7.2 We use these seats to attend, report and create content from the Event, and to give access to community members and contributors who could not otherwise afford it. They are never resold.

7.3 The seats are of the same standard as those available to the general public. For Events with fewer than 50 places in total, the allocation is two (2) seats.

7.4 Where a venue's licensed capacity genuinely prevents fulfilment, the Publisher notifies us in writing without delay and we agree a reasonable substitute, such as seats at a comparable Event by the same Publisher within six months.

7.5 Failure to honour the Community Allocation is a material breach of these Terms and may lead to suspension of the Organization's ability to publish further Events.

8. Content and AI

8.1 Users keep ownership of their Listing Content.

8.2 By submitting Listing Content, the User grants Latin Fire a worldwide, non-exclusive, royalty-free, sublicensable and transferable licence to host, store, reproduce, adapt, translate, summarise, display and distribute that content in order to operate and promote the Platform, including processing it through AI systems to generate AI Output and distributing it through the Platform's discovery, chat, newsletter and social channels. This licence extends to any party from whom Latin Fire derives its rights to operate the Platform and to any successor operator of the Platform.

8.3 The licence continues after an account is closed for Listing Content already incorporated into AI Output, indexes or archived Event records, to the extent necessary for the Platform's encyclopaedic function. Rights over personal data under clause 9 are unaffected.

8.4 The Platform generates descriptions, summaries and recommendations automatically. AI Output is derived from Listing Content and may contain errors. Latin Fire does not warrant its accuracy. Users may request correction of AI Output concerning themselves or their Organization, and we will correct or remove demonstrably inaccurate AI Output without undue delay.

8.5 A User who publishes inaccurate Listing Content cannot hold Latin Fire responsible for AI Output derived from it.

8.6 Latin Fire may use aggregated and anonymised Platform data for analytics and improvement of its systems.

9. The Platform itself

9.1 The Platform, including its software, design, structure, databases, models and all other underlying technology, is protected by intellectual property rights. Those rights are held by Latin Fire or by the parties from whom Latin Fire holds its rights to operate the Platform, and remain with them at all times.

9.2 Users receive a limited, personal, non-exclusive, non-transferable and revocable right to use the Platform for its intended purpose for as long as their account is active. Nothing in these Terms transfers to any User any right in the Platform or its underlying technology.

9.3 Users may not copy, decompile, reverse-engineer, scrape, replicate, or create derivative

works from the Platform or any part of it, nor use automated means to extract Platform data, except with our prior written permission.

9.4 The Latin Fire name, logo and branding may not be used without our prior written permission.

10. Personal data

10.1 Latin Fire processes personal data in accordance with the GDPR and its Privacy Policy, which forms part of these Terms.

10.2 Where a Publisher receives personal data of other Users through the Platform, the Publisher is independently responsible for its own use of that data under the GDPR, and may not use it for purposes unrelated to the Event or activity concerned without a valid legal basis.

10.3 The Publisher indemnifies Latin Fire against claims and fines arising from the Publisher's own processing of that data.

11. Suspension and closure

11.1 A User may close their account at any time. Closure does not release the User from obligations relating to Events already published or Community Allocations already accrued.

11.2 Latin Fire may suspend or close an account with immediate effect in the event of a material breach of these Terms, a reasonable suspicion of fraud or unlawful conduct, or where continued listing poses a demonstrable risk to community members.

11.3 Where suspension is not urgent, we give notice and a reasonable opportunity to put matters right.

11.4 Clauses 4.7, 8.2, 8.3, 9, 10.3, 12 and 14 continue to apply after closure.

12. Liability

12.1 The Platform is provided as it is. Latin Fire does not warrant uninterrupted availability, nor the accuracy of Listing Content or AI Output.

12.2 Latin Fire is not a party to any agreement between a Publisher and an attendee, between Users, or between a Publisher and an Associate Publisher, and is not responsible

for the performance, cancellation, quality or safety of any Event.

12.3 Latin Fire's total liability towards a Professional User is limited to €1,000 per event giving rise to a claim.

12.4 Latin Fire is not liable for indirect or consequential loss, including lost profit, lost revenue, reputational harm or loss of data.

12.5 These limitations do not apply in the case of intent or deliberate recklessness on the part of Latin Fire's management, nor to liability that cannot be limited by law, including death or personal injury.

12.6 Nothing in this clause limits the rights of a User who qualifies as a consumer under Dutch law.

13. Complaints

13.1 Complaints may be sent to [contact email] within thirty (30) days of the User becoming aware of the matter. We acknowledge within five (5) working days and respond substantively within thirty (30) days.

14. Governing law

14.1 These Terms are governed by Dutch law.

14.2 Disputes are submitted to the competent court in Rotterdam, without prejudice to any mandatory rule granting a consumer the right to bring proceedings elsewhere.

14.3 If any provision is invalid or annulled, the remainder stays in force and the parties will replace the affected provision with a valid one that comes as close as possible to its purpose.
