

Latin Fire

General Terms and Conditions

Version 2.0 — 2 September 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 97109738, VAT number NL867914075B01.

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. Access, usage allowance and credits

6.1 Creating an account, building a profile, setting up an Organization and publishing Listing Content are free of charge.

6.2 AI features run on credits. Latin Fire sets the free allowance of credits, the way credits are counted, and the rate at which they are consumed, and may adjust these to keep the Platform available and sustainable for the whole community.

6.3 There are two kinds of credit:

- (a) **Purchased Credits**, bought by the User through the Platform;
- (b) **Reward Credits**, granted by Latin Fire, including credits earned through contribution to the community as recognised by the Platform.

6.4 Purchased Credits do not expire. They remain available for as long as the account is open and are not withdrawn, reduced or reversed by Latin Fire, except where the purchase was fraudulent or the payment was reversed.

6.5 Reward Credits are a promotional grant and carry no purchase price. Latin Fire determines which activities earn Reward Credits and how many, and may change those rules, set a validity period, or withdraw Reward Credits where the activity that generated them turns out to be inaccurate, duplicated, automated or otherwise inconsistent with clause 4.

6.6 Where a User holds both kinds, Reward Credits are spent first.

6.7 Credits are consumed as the Platform is used. Where a User's balance runs out, further AI use may resume when a new allowance or grant is made, or may be continued by purchasing Purchased Credits.

6.8 A User may choose to enable automatic top-up, under which Purchased Credits are bought automatically when the balance falls below a level the User sets. Automatic top-up is optional, is switched off unless the User turns it on, and can be switched off at any time. Apart from automatic top-up, nothing is charged without an explicit purchase by the User.

6.9 Credits are not a means of payment, cannot be exchanged for money, and are used only within the Platform. A consumer purchasing Purchased Credits has the statutory right of withdrawal within fourteen (14) days, which lapses in respect of credits already used where the consumer has agreed to immediate access. Unused Purchased Credits remaining at the moment of a valid withdrawal are refunded.

6.10 Automated, bulk or excessive querying, and the use of multiple accounts to obtain additional allowances or Reward Credits, may be rate-limited or suspended.

6.11 Prices, allowances and credit rules are shown in the Platform. Where Latin Fire materially reduces the free allowance or introduces a new charge, existing Users are notified in advance.

7. Media courtesy

7.1 Publishers extend the customary media courtesy to Stichting Latin Fire: where needed, up to four (4) complimentary tickets or guest-list seats per Event, made available on request.

7.2 These seats allow us to attend, report and create content from the Event, and to open access to community members and contributors who could not otherwise be there. 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 100 places in total, up to two (2) seats are requested.

7.4 For festivals, congresses and multi-day Events, the arrangement is agreed with the Publisher in advance.

7.5 Where a venue's licensed capacity or another genuine constraint prevents this, the Publisher lets us know without delay and we find a reasonable alternative together, such as seats at a comparable Event by the same Publisher.

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 10 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.

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, 6.4, 6.9, 8.2, 8.3, 9, 10.3, 12, 13 and 15 continue to apply after closure.

12. Liability and risk

12.1 The Platform is provided as it is and as available. Latin Fire does not warrant uninterrupted or error-free availability, and may suspend the Platform for maintenance, security or technical reasons.

12.2 Latin Fire does not verify Listing Content and does not warrant the accuracy, completeness or reliability of Listing Content or AI Output. Users rely on information found on the Platform at their own risk and are responsible for their own decisions taken on the basis of it.

12.3 AI Output is generated automatically and is informational only. It is not professional, medical, health, financial or legal advice, and must not be relied on as such.

12.4 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. Latin Fire is not responsible for the organisation, performance, cancellation, quality, conduct or safety of any Event, class, booking, engagement or other activity arranged through or discovered on the Platform.

12.5 Users are responsible for their own conduct and safety, including when contacting other Users, meeting in person, travelling to Events, and taking part in physical activity. Dancing and related activity carry inherent physical risk, which each User accepts for themselves. Latin Fire is not liable for any injury, loss or damage arising from it.

12.6 Latin Fire is not responsible for the conduct of Users towards one another, for content published by Users, or for any dispute between Users.

12.7 Latin Fire is not liable for failures of third-party services on which the Platform depends, including hosting, authentication, AI providers, and payment providers.

12.8 Latin Fire is not liable for indirect or consequential loss of any kind, including lost profit, lost revenue, lost bookings or attendance, missed opportunity, reputational harm, or loss or corruption of data.

12.9 Latin Fire's aggregate liability towards a User is limited to the amount that User paid to Latin Fire in the twelve (12) months preceding the event giving rise to the claim, or €500, whichever is higher.

12.10 Any claim against Latin Fire lapses unless it is notified in writing within twelve (12) months of the User becoming aware, or reasonably being able to become aware, of the matter giving rise to it.

12.11 The User indemnifies Latin Fire against third-party claims, damages, fines and reasonable legal costs arising from that User's use of the Platform, Listing Content, or activities.

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

13. Force majeure

13.1 Latin Fire is not liable for any failure or delay in performance caused by circumstances beyond its reasonable control, including outages or failures of hosting, network, AI or payment providers, cyber attack, power failure, government measures, pandemic, strike, or natural disaster.

13.2 Where such circumstances persist for more than sixty (60) days, either party may terminate without liability.

14. Complaints

14.1 Complaints may be sent to info@latinfire.net 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.

15. Governing law

15.1 These Terms are governed by Dutch law.

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

15.3 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.

Contact

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