



Terms of Service

I. General

1. Operator

This Terms of Service agreement is between 7 Figures OÜ (“MotherLink”) and their clients, partners and other users (“You”) in regard to MotherLink’s products and services.

The MotherLink platform is operated by and the property of 7 Figures OÜ, a limited liability company incorporated under the laws of the Republic of Estonia with the registration number 14315718.

2. Jurisdiction

This Agreement shall be governed by and construed in accordance with the internal laws of the Republic of Estonia. The Parties agree to attempt initially to solve all claims, disputes or controversies arising under, out of or in connection with this Agreement by conducting good faith negotiations. If the Parties are unable to settle the matter in between themselves, the matter shall thereafter be resolved by alternative dispute resolution, starting with mediation and including, if necessary, a final and binding arbitration by Harju county court.

3. Purpose

The MotherLink platform is designed to connect publishers/webmasters or website owners with potential clients, who are interested in placing/publishing articles on their websites for SEO or public relations (PR) purposes.

You agree to use the platform in good faith and for its intended purpose only. Any attempts to falsify information, impersonate another person, steal data, use the platform in financial crimes (including money laundering) and any other means of factual abuse of our services will be considered fraudulent activity. In case of fraudulent activity, MotherLink has the right to freeze payments, suspend your account, suspend all business processes and pursue legal action.

4. Indemnification

The Services provided at this site come with no guarantee of success, and therefore, all numbers, figures, and claims are estimates and approximations. MotherLink will guarantee placement of the content/publication for up to (12) twelve months starting from the day of the original placement.

The Service may contain links to third-party websites that are not owned or controlled by MotherLink. MotherLink has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third-party websites. In addition, MotherLink will not and cannot censor or edit the content of any third-party site. By using the Service, you explicitly relieve MotherLink from any liability arising from any third-party website.

The user of MotherLink's website and web application assumes full responsibility for all operations performed on the website. You may not use MotherLink for any illegal purpose, and your publications must not violate the laws of the country in which you are located, including copyright law.

Users are solely responsible for the risks associated with obtaining results (reactions to information material, amount of traffic, content of comments, hyperlinks) by placing information material through the MotherLink platform on third-party sites.

MotherLink is also not responsible for the consequences of posting articles and hyperlinks on third-party web resources and does not guarantee any results in search engine promotion and traffic reception. It is your responsibility to select the websites and evaluate their impact on your website.

5. Agreement

By visiting or using the MotherLink website or any MotherLink products, software, data feeds, and services provided to you on, from, or through the MotherLink website (collectively the "Service") you signify your agreement to (1) these terms and conditions (the "Terms of Service") and (2) MotherLink Privacy Policy, found at (<https://app.motherlink.io/docs/MotherLinkPP.pdf>) and incorporated herein by reference. If you do not agree to any of these terms or the MotherLink Privacy Policy, do not use this Website or any information, links, or content contained on this Website. Your continued use of this Website confirms your acceptance of all terms specified herein.

You should periodically review the most up-to-date version of these Terms of Services, located at (<https://app.motherlink.io/docs/MotherLinkTOS.pdf>), although we may attempt to notify you when major changes occur. MotherLink reserves the right, in its sole discretion, to modify or revise these Terms of Service and policies at any time, and

you agree to be bound by such modifications or revisions. Nothing in these Terms of Service shall be deemed to confer any third-party rights or benefits.

II. Registration

By working with MotherLink, you agree to provide accurate, complete, and up-to-date information about yourself in accordance with the registration form and to update the information as it changes. If you provide inaccurate or outdated information or incomplete data, MotherLink has the right to delete or suspend your account and refuse to grant permission to use the MotherLink platform and services in the future. Your personal data will be processed and stored solely to the extent necessary to fulfill your order and in accordance with our Privacy Policy.

III. Order placement

MotherLink grants you permission to access and use the Service and place the orders as set forth in these Terms of Service under the following conditions:

1. You are at least eighteen (18) years of age or at least fifteen (15) years of age with extension of restricted active legal capacity in the meaning of the article 10 section 1 of General Part of the Civil Code Act of Republic of Estonia.
2. Any registration, use of or access to the Services, by a person without active legal capacity or extension of restricted active legal capacity is unauthorized and constitutes a violation of this agreement.
3. In the MotherLink platform, publication prices may vary depending on the conditions set by the website owners or the webmasters. Some websites may be temporarily unavailable or invisible to new customers. The platform opens its functions and offers based on the number of completed orders.
4. For the convenience of completing payment transactions, MotherLink may provide multiple payment methods and add transaction fees. You will always be informed if a transaction fee is being added to the payment method of your choice and you understand that a transaction fee is not a subject for a reimbursement.
5. MotherLink does neither endorse nor support any of the subjects or opinions on any site yours or any third-party back link might be directing to.
6. SEO link indexing, ranking or rise in SERPs are NOT guaranteed under ANY condition. It is common for search engines to analyze over 220 on-page and

off-page ranking factors and due to this MotherLink cannot control every aspect of yours or a third-party SEO or the results.

7. You are responsible for any changes made to your site that could conflict with any service ordered at MotherLink. Change in site structure or Content can affect SEO results.
8. MotherLink or its owners shall not be not responsible or make any representations in regard to any SEO theory such as 'sandboxing', 'Google dance', de-indexing, de-ranking or any other known or unknown possible negative impact from using the services offered by MotherLink.
9. In no event will MotherLink be liable for any loss or damage, including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits arising out of or in connection with any use of this Service. The inclusion of any links does not necessarily imply a recommendation or endorse the views expressed within them.
10. Reports rendered to you as a part of the service ordered are not guaranteed to be accurate or a full representation of the services ordered. MotherLink will make reasonable efforts to provide the most accurate reporting data for the service purchased, except for the situation when data provision is impossible due to reasons out of MotherLink's sphere of control.
11. You agree not to use MotherLink's database as a source of information, used for contacting the webmasters of the sites that Motherlink is in partnership with.
12. You agree not to circumvent, disable or otherwise interfere with security-related features of the Service or features that prevent or restrict use or copying of any Content or enforce limitations on use of the Service or the Content therein.
13. You understand that when using the Service, you will be exposed to Content from a variety of sources, and that MotherLink is not responsible for the accuracy, usefulness, safety, or intellectual property rights of or relating to such Content. You further understand and acknowledge that you may be exposed to Content that is inaccurate, offensive, indecent, or objectionable, and you agree to waive, and hereby do waive, any legal or equitable rights or remedies you have or may have against MotherLink with respect thereto, and, to the extent permitted by applicable law, agree to indemnify MotherLink, its owners, operators, affiliates, licensors, and licensees to the fullest extent allowed by law regarding all matters related to your use of the Service.
14. You agree not to use or launch any automated system, including without limitation, "robots," "spiders," or "offline readers," that uses the Service in a manner that sends more request messages to the MotherLink servers in a given period of time than a human can reasonably produce in the same period by using

a conventional web browser. Notwithstanding the foregoing, MotherLink grants the operators of public search engines permission to use spiders to copy materials from the site for the sole purpose of and solely to the extent necessary for creating publicly available searchable indices of the materials, but not caches or archives of such materials. MotherLink reserves the right to revoke these exceptions either generally or in specific cases. You agree not to collect or harvest any personally identifiable information, including account names, from the Service, nor to use the communication systems provided by the Service (e.g., comments, email) for any commercial solicitation purposes. You agree not to solicit any users of the Service with respect to their Content.

15. MotherLink reserves the right to discontinue any aspect of the Service at any time.
16. If you use the Services on behalf of another party you agree that you are authorized to bind such other party to this Agreement and to act on such other party's behalf with respect to any actions you take in connection with the Services.
17. Orders can be placed only by registered customers. After completing the registration, you will be granted access to a list of domains/websites which can be selected for content publications with destination URL links. Each selected link is an individual and independent part of your total order.
18. MotherLink does not guarantee that the ordered content will be placed on the homepage of the selected domain. Ordered content will be placed in the relevant section based on the category and topic of the selected link.
19. After selecting the websites, you will be required to set the requirements for the content, which will be written by MotherLink. The initial requirements must comply with the requirements stated in the section "Content requirements" of this agreement.
20. Once the order is submitted and paid for, MotherLink will provide you with the content. After approving the content, MotherLink will place the ordered content to the selected website and provide you the link with the order results. The order results must be accepted by you for your content to stay published on the website.
21. The turnaround time of the article and time until the link goes live depend on your speed of response to the inquiries regarding information submission and approvals.
22. MotherLink will provide the information regarding the duration of the content placement for all domains. The duration of the content placement is a promise from the domain owner to MotherLink, but not a guarantee. You do understand that a permanent content placement can be permanent but not guaranteed by

MotherLink to be. This applies to all domains except the ones with a duration of (1) one year minimum.

23. You understand that MotherLink is responsible only for publishing the content on selected domains and not tracking the status of your publications. MotherLink will not notify you in case the content placement has been removed by the domain owner.
24. MotherLink guarantees that the ordered content placement will remain on the selected domain for at least (12) twelve months, starting with the day of your acceptance of the order results. In case the content gets removed before the expiration of the guaranteed time, MotherLink will reimburse you proportionately for the discrepancy between the actual time the content lasted and the guaranteed time. You understand that you're eligible for such reimbursement only if you have informed MotherLink at the time of such discrepancy. For example if you paid for the content placement (300) three hundred EUR, but the content was placed for eleven months and removed, you're eligible for a refund of (25) twenty five EUR if you have informed MotherLink about this case before the twelfth month of the guaranteed time started.
25. In case the guarantee time has passed and you have noticed the discrepancy between the promised duration of the content placement and the actual placement, you can always contact help@motherlink.io and MotherLink will try to contact the domain owner and help solve the issue. You understand that MotherLink only guarantees the reimbursement of funds in case of rules described in article 24, section 3.

IV. Content Requirements

1. MotherLink will provide articles with a standard length of 500-550 words unless specified otherwise by you. Additional fees for content writing will apply in that case.
2. The content varies depending on the ordered domain in order to look natural and not to contain too much promotional content.
3. Articles will contain the requested anchor text(s) and target URL(s) and may have up to 2 authority links to reputable sources. MotherLink guarantees that such links will not be associated with your competitors.
4. Articles may contain outgoing links only to one single project specified by you.
5. You reserve the right to specify the topic of the articles in advance.

6. You understand that MotherLink will be sharing your content requirements with 3rd parties, such as webmasters, website owners and content writers to be able to provide you the services.
7. You understand that some websites may not accept publications related to gambling, forex, sports betting and other relevant niches, regulated by the government. These types of websites are shown under the “specific” filter in the MotherLink platform and it is your responsibility to make sure your content requirements apply to the selected websites, before you place the order. You understand that ordering a gambling related publication for a non “specific” website will result in Motherlink rejecting that part of the order.
8. When ordering content from MotherLink, you are entitled to 2 amendments to each content piece. In this case, the number of edits to each content piece may not exceed 2.
9. The content can be edited to match your standards and requirements. However, certain key specifications including the length of the article, the number of links, the topic (if agreed beforehand with you) cannot be modified after your approval. If you wish to modify the content significantly by changing one or more of the key specifications described before, an extra fee will be charged.
10. If you wish to rewrite the content completely, this is considered to be a rejected publication. In this case you will be offered in-store credits totaling the exact value of the failed part of your original order and offered to place another order, using the in-store credits. In case no alternative can be agreed on, the failed part of your original order will be refunded to the same account the payment was made from.
11. You are solely responsible for the content to comply with all content requirements stated in this agreement.
12. You understand that MotherLink writes the content according to your requirements and will only send the content for publishing after your approval. You agree and understand that after you have approved the content, it may be still amended by the webmaster or the website owner to be compliant with the website rules. In most cases such amendments are purely cosmetic and not affecting the overall context of the content. You understand that MotherLink holds no liability for writing and/or publishing content that:
 - (a) Is libelous or maliciously false
 - (b) Is obscene or indecent;
 - (c) Infringes any copyright, moral right, trademark right, design right, or other intellectual property right;

- (d) Infringes any right of privacy or right under data protection law;
- (e) Constitutes negligent advice or contains any negligent statement;
- (f) Constitutes an incitement to commit a crime, instructions for the commission of a crime or the promotion of criminal activity;
- (g) Contains an offer or a promise of guaranteed winnings or earnings of any kind
- (h) Is in contempt of court, or in breach of any court order;
- (i) Is in breach of racial or religious hatred or anti-discrimination law;
- (j) Is blasphemous;
- (k) Discloses confidential information or is in breach of any official secrets act;
- (l) Is in breach of any contractual obligation;
- (m) Depicts violence in an explicit, graphic or gratuitous manner;
- (n) Is pornographic, lewd, suggestive or sexually explicit;
- (o) Is untrue, false, inaccurate or misleading;
- (p) Consists of or contains any instructions, advice or other information which may be acted upon and could, if acted upon, cause illness, injury or death, or any other physical or mental loss or damage;
- (q) Constitutes spam or other forms of unsolicited contact to third parties;
- (r) Is offensive, deceptive, fraudulent, threatening, abusive, harassing, menacing, hateful, discriminatory;
- (s) Causes mental harm, inconvenience or excessive anxiety or constitutes any other form of malicious communication.

V. Payment

All services in the MotherLink platform are to be pre-paid in full by the customer. Once paid, order cancellation is not possible. The payment is returned only if MotherLink is unable to fulfill a certain part of the order (article or publication).

VI. Cancellation

MotherLink may reject some orders for technical reasons. In this case you will be offered in-store credits totaling the exact value of the failed part of your original order. Re-placing sites of previously rejected orders is not possible. In case no alternative can be agreed on, the failed part of your original order will be refunded to the same account the payment was made from.