

Authority Hub™ Terms of Service

Version 2.0 — Effective April 2026

1. Agreement to Terms

These Terms of Service ("Terms") constitute a legally binding agreement between you ("Subscriber", "you") and DGA Impact Inc.™, operating as Authority Hub™ ("Provider", "we", "us"), governing your use of the Authority Hub™ platform and related services ("Services").

By creating an account, accessing, or using the Services, you acknowledge that you have read, understood, and agree to be bound by these Terms. If you do not agree to these Terms, you may not use the Services.

The Services may be promoted by independent business development representatives ("BDMs") acting on behalf of the Provider. BDMs are not employees or agents of the Provider and are not authorized to make representations, warranties, or commitments beyond what is set out in these Terms. Subscribers who create accounts through a BDM referral are bound by these Terms in full, regardless of any representations made during the sales process.

2. Description of Services

Authority Hub™ is an AI visibility platform that helps licensed and regulated professionals become more discoverable to artificial intelligence systems through:

- (a) AI visibility audits (P3 Audit Engine) measuring your discoverability across AI platforms;
- (b) AI-generated content (P4 Content Pipeline) including articles, entity declarations, and micro-content published on ah.dgaimpact.com;
- (c) Voice and expertise profiling (VBP/IIP) to establish your professional identity;
- (d) Trust Network directory listings; and
- (e) Geographic market exclusivity within your designated territory.

3. Eligibility

The Services are available to individuals and businesses who are licensed or regulated professionals, or who operate a legitimate business, in a jurisdiction where such practice is permitted. By signing up, you represent that you meet these eligibility requirements.

4. Subscriber Obligations

4.1 Accuracy of Information

You agree to provide accurate, current, and complete information during registration and to maintain and promptly update your account information. This includes your professional credentials, license numbers, brokerage or firm affiliations, business contact information, and your regulated profession status and the identity of your governing regulatory body as declared at signup. The Provider relies on these declarations to apply appropriate content constraints and cannot be held liable for any non-compliance arising from an inaccurate or incomplete declaration.

4.2 Account Security

You are responsible for maintaining the confidentiality of your account credentials and for all activities that occur under your account. You agree to notify us immediately at ah-support@dgaimpact.com of any unauthorized use of your account.

4.3 Acceptable Use

You agree not to: (a) use the Services for any unlawful purpose; (b) provide false or misleading professional credentials; (c) attempt to manipulate AI visibility scores through deceptive means; (d) interfere with or disrupt the Services; or (e) violate any applicable advertising, marketing, or professional conduct regulations.

4.4 Content Review Responsibility

Published Content is generated by AI systems from your subscriber data and audit results. You are responsible for reviewing Published Content and ensuring it aligns with your professional obligations, regulatory advertising requirements, and does not contain statements you would not make yourself. You may request modification or removal of any Published Content at any time.

5. Content Publishing Disclaimer

THE PLATFORM GENERATES CONTENT USING ARTIFICIAL INTELLIGENCE SYSTEMS BASED ON SUBSCRIBER-PROVIDED DATA, AUDIT RESULTS, AND VOICE PROFILE INFORMATION. ALL PUBLISHED CONTENT IS AI-GENERATED. THE PROVIDER DOES NOT INDEPENDENTLY VERIFY THE ACCURACY OF PUBLISHED CONTENT.

The Subscriber acknowledges that:

- (a) Published Content is attributed to the Subscriber by name on the public internet;
- (b) The Subscriber is responsible for reviewing Published Content before or after publication and requesting modifications or removal of any content that is inaccurate, misleading, or inconsistent with their professional obligations;
- (c) Some professions and provinces have specific advertising and marketing regulations. The Subscriber is solely responsible for ensuring Published Content complies with their regulatory obligations;
- (d) The Provider will include regulatory disclosure information (brokerage name, license number) in Published Content templates where the Subscriber has provided this information, but does not guarantee regulatory compliance of Published Content;
- (e) The Subscriber may request modification or removal of any Published Content at any time; and
- (f) The Provider applies profession-specific content constraints based on the regulated profession declaration made by the Subscriber at signup. These constraints are updated periodically but may not reflect all current regulatory requirements and are not a substitute for the Subscriber's independent compliance review. Where a Subscriber's declaration does not accurately reflect their regulated status or profession, the Provider bears no liability for any resulting non-compliance of Published Content.

6. Geographic Exclusivity

- (a) Subject to an active subscription and current payment, the Subscriber holds a Market Seat for their specific profession within their designated Market.

- (b) Market Seats are limited (typically 3–5 per profession per Market) and allocated on a first-come, first-served basis.
- (c) The Provider reserves the right to modify Market boundaries, capacity limits, and allocation methodology.
- (d) A Market Seat is personal to the Subscriber and may not be transferred, sold, or assigned.
- (e) A Market Seat is conditional on an active, paid subscription. If a subscription lapses or is cancelled, the Market Seat is forfeited and may be allocated to another subscriber.
- (f) The Provider does not guarantee that holding a Market Seat will result in any specific business outcome, competitive advantage, or AI visibility improvement.

7. Hub/Spoke Account Terms

- (a) A Playbook Hub account may invite up to five (5) Spoke accounts into their referral network.
- (b) Each Spoke account is an independent subscriber with their own Terms of Service acceptance, subscription, and Market Seat.
- (c) The Hub Subscriber may view aggregated referral traffic data across their Spoke network but may not access Spoke personal data beyond what is displayed in Published Content.
- (d) Published Content for Spoke accounts may reference the Hub professional where contextually appropriate. Spoke Subscribers consent to this attribution at onboarding.
- (e) Either the Hub or the Spoke may terminate their network relationship at any time. Termination of the network relationship does not terminate either party's individual subscription.
- (f) If the Hub account is cancelled, Spoke accounts continue independently at their existing subscription terms.

8. Fees and Payment

8.1 Subscription Fees

Subscription fees are as set forth on the Authority Hub™ pricing page (ah.dgaimpact.com) at the time of subscription and as communicated to the Subscriber during the registration process. The Provider reserves the right to modify subscription fees upon thirty (30) days' written notice to the Subscriber. Continued use of the Services after the effective date of a fee change constitutes acceptance of the revised fees. All fees are billed monthly in the applicable currency via the payment method on file.

8.2 Payment Processing

Payments are processed through Stripe. You authorize recurring charges to your payment method. Failed payments may result in suspension or termination of your account and forfeiture of your Market Seat.

8.3 No Refunds

Subscription fees are non-refundable. You may cancel your subscription at any time, and your access will continue through the end of the current billing period.

9. Term and Termination

9.1 Term

These Terms are effective upon account creation and continue until terminated by either party.

9.2 Termination by Subscriber

You may cancel your subscription at any time through your account settings or by contacting ah-support@dgaimpact.com.

9.3 Termination by Provider

We may suspend or terminate your account at any time for violation of these Terms, non-payment, or any other reason at our sole discretion.

9.4 Clean Exit

Upon termination: (a) Published Content on ah.dgaimpact.com will be removed within thirty (30) days; (b) URL redirects will be configured for previously published canonical URLs to prevent broken links; (c) You may request an export of all generated content in a standard format; (d) Trust Network listing will be removed within thirty (30) days; (e) Anonymized aggregate data that cannot identify you is not subject to removal.

10. Business Continuity

10.1 Acquisition of DGA Impact Inc.™ or Authority Hub™

In the event that DGA Impact Inc.™ or the Authority Hub™ platform is acquired by a third party:

- (a) Subscriber accounts, Market Seats, Published Content, and all subscription terms in effect at the time of acquisition transfer to and become binding on the acquiring entity;
- (b) The acquiring entity assumes all Provider obligations under these Terms, including geographic exclusivity commitments, content publication obligations, and Clean Exit provisions;
- (c) Subscribers will be notified in writing no later than thirty (30) days following the closing of any acquisition; and
- (d) These Terms remain in force under the acquiring entity. Subscribers may terminate their subscription within sixty (60) days of acquisition notice if the acquiring entity materially changes the Terms, and will receive a pro-rated refund of any prepaid subscription fees for the unused portion of the current billing period.

10.2 Platform Wind-Down or Shutdown

In the event that DGA Impact Inc.™ elects to wind down or permanently discontinue the Authority Hub™ platform:

- (a) The Provider will give Subscribers a minimum of thirty (30) days' written notice prior to service discontinuation;
- (b) During the wind-down period, the Provider will continue to operate the platform and honour all subscription obligations to the extent reasonably practicable;
- (c) Subscribers will be provided with an export of all Published Content in a standard format prior to service discontinuation;

(d) Upon service discontinuation, URL redirects will be configured for previously published canonical URLs to prevent broken links, maintained for a minimum of ninety (90) days; and

(e) Any prepaid subscription fees for periods beyond the discontinuation date will be refunded on a pro-rated basis within thirty (30) days of the final service date.

11. Warranty Disclaimer

THE SERVICES ARE PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. THE PROVIDER DOES NOT WARRANT THAT THE SERVICES WILL BE UNINTERRUPTED, ERROR-FREE, OR SECURE.

12. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, THE PROVIDER'S TOTAL LIABILITY FOR ANY CLAIMS ARISING OUT OF OR RELATED TO THESE TERMS OR THE SERVICES SHALL NOT EXCEED THE TOTAL FEES PAID BY THE SUBSCRIBER IN THE TWELVE (12) MONTHS PRECEDING THE CLAIM. IN NO EVENT SHALL THE PROVIDER BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES.

13. Indemnification

You agree to indemnify, defend, and hold harmless the Provider and its officers, directors, employees, and agents from and against any claims, damages, losses, liabilities, costs, and expenses arising out of or related to: (a) your use of the Services; (b) your violation of these Terms; (c) your violation of any applicable law or regulation; or (d) Published Content attributed to you that violates any third-party rights or applicable regulations.

14. Governing Law

These Terms shall be governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein, without regard to conflict of law principles. Any disputes arising under these Terms shall be subject to the exclusive jurisdiction of the courts of Ontario.

15. Changes to Terms

We may update these Terms from time to time. Material changes will require re-acceptance through the platform. Continued use of the Services after notification of changes constitutes acceptance of the updated Terms.

16. Contact Information

For questions about these Terms, contact us at: ah-support@dgaimpact.com.