

Terms of Use for Adobeo ACM platform

Updated September 2026 (supersedes the October 2025 version)

For Adobeo Campaign Manager Users – By creating an ACM account, logging in or otherwise using the Service, the User agrees to these Terms. It is not necessary to sign anything to agree to the terms.

These Terms of Use ("Terms") govern each authorised User's access to and use of Adobeo Campaign Manager ("ACM") and related Adobeo-hosted services (the "Service"), including any one-time payment, recurring payment, membership, subscription or donation functionality made available through campaigns created in ACM. The person having access to and working in ACM is (the "User"). The User is always working on behalf of a subscriber/Customer (Company) to ACM.

1. Scope and Relationship to the Main Agreement

1.1 These Terms apply between Adobeo AB ("Adobeo") and each User who accesses the Service under the Company's Adobeo Services Agreement (the "Main Agreement").

1.2 In the event of conflict, the Main Agreement (including its Data Processing Agreement – Appendix 3) prevails over these Terms.

1.3 The User is authorised to use the Service only while acting on behalf of the Company or its approved partners.

2. User Account and Access

A unique login is required for each User. The User must keep login credentials confidential and use multi-factor authentication where available. Access automatically ends if the Company's subscription terminates or if Adobeo revokes the account for breach of these Terms.

3. Access and Acceptable Use

Adobeo grants the User a non-exclusive, non-transferable, revocable, limited access to use the Service solely to create, manage and publish the Company's campaigns and activations in accordance with the Main Agreement and applicable laws.

3.1 Policy Against Advertising Using Unsolicited Messages

We require that all messages promoting this web site or its services are sent only to recipients who have explicitly agreed to receive such communications. We prohibit any advertising of our brand and web site using unsolicited messages, including email, SMS, social media messages, or other electronic communications sent without prior consent. Any partner, affiliate, or third party found promoting this web site through unsolicited messages may have their access or agreement terminated immediately, and such activity may be reported to the relevant service providers or authorities.

Svensk version:

Vi kräver att alla meddelanden som marknadsför denna webbplats eller dess tjänster endast skickas till mottagare som uttryckligen har samtyckt till att ta emot sådan kommunikation. Vi förbjuder all marknadsföring av vårt varumärke och vår webbplats genom oönskade meddelanden, inklusive e-post, SMS, meddelanden i sociala medier eller annan elektronisk kommunikation som skickas utan föregående samtycke. Alla partner, affiliates eller tredje parter som marknadsför denna webbplats genom oönskade meddelanden kan få sin åtkomst eller sitt avtal omedelbart uppsagt, och sådan aktivitet kan komma att anmälas till berörda tjänsteleverantörer eller myndigheter.

3.2 Prohibited Actions

Users must not:

- copy, decompile or modify ACM source or object code;
- circumvent technical limits or security features;
- upload unlawful, infringing, offensive or harmful material;
- send bulk SMS or traffic above Adoveo's technical thresholds without prior coordination;
- misuse personal data or breach the Company's published privacy policy or the GDPR;
- use the Service, or any payment, donation, membership or subscription functionality within it, to commit or facilitate money laundering, terrorist financing, sanctions evasion, fraud (including "card testing" or the use of stolen or unauthorised payment credentials), or any other financial crime; **[NEW]**
- collect payments, donations, membership fees or subscription charges for any purpose other than the purpose disclosed to the payer at the time of payment, or misrepresent the identity of the recipient or beneficiary of such funds; **[NEW]**
- use the Service to accept or process payments on behalf of, or for the benefit of, any individual or entity listed on an applicable sanctions list (including the OFAC, EU, UN or UK consolidated sanctions lists) or domiciled in a country or territory subject to comprehensive sanctions; **[NEW]**
- use the Service for any business type or purpose prohibited or restricted under Stripe's (or Adoveo's then-current payment processor's) Prohibited and Restricted Businesses policy, without Adoveo's prior written approval. **[NEW]**

4. Content Ownership

User-uploaded content (images, video, copy, logos etc.) remains the property of the Company or its licensors. The User warrants that it has all necessary rights to such content and is responsible for its legality and publication. Adoveo may store, back-up and display such content only as required to operate the Service.

5. Data Protection and Confidentiality

5.1 Data Processing Agreement. Personal-data processing carried out by Adoveo on behalf of the Company as part of operating campaigns in ACM (for example, data about campaign participants, donors or members) is governed by Appendix 3 – Data Processing Agreement, under which Adoveo acts as data processor and the Company is the data controller. Users must comply with the Company's privacy instructions when handling such data.

5.2 Adoveo Privacy Policy. These Terms are supplemented by, and should be read together with, Adoveo's own Privacy Policy, available at adoveo.com/privacy-policy, which explains how Adoveo AB, acting as data controller, processes the User's own account, contact and login data (as distinct from campaign-participant data, which is covered by Section 5.1). The Privacy Policy is incorporated into these Terms by reference. **[NEW]**

5.3 Company's Own Notice to Campaign Participants. The Company remains solely responsible for providing its own privacy notice to the end-users, donors or members who interact with its campaigns (e.g. via a campaign-specific privacy notice or consent text), since the Company — not Adoveo — is the data controller for that personal data. Adoveo's Privacy Policy under Section 5.2 does not replace this obligation. **[NEW]**

5.4 Confidentiality. Users must treat all non-public information in ACM as confidential and may not share it outside their organisation except as authorised by the Company.

6. Payment Processing, Fund Usage and Financial Crime Compliance **[NEW]**

6.1 Payment Processor. Campaigns created in ACM may include functionality for one-time payments, recurring payments, memberships, subscriptions and/or donations ("Collected Funds"). Such payments are processed by Adoveo's payment service provider (currently Stripe, Inc. and its affiliates, "Stripe") under Stripe's own terms, including the Stripe Connected Account Agreement and Stripe's Prohibited and Restricted Businesses policy. The User and the Company must review and comply with these Stripe terms in addition to these Terms.

6.2 Use of Funds Warranty. The User warrants and represents, on behalf of the Company, that all Collected Funds received through a campaign will be used exclusively for the purpose(s) disclosed to the payer, donor or member at the time of payment. Any change to a stated purpose requires prior disclosure to, and where required by law, consent from, affected payers before the funds may be applied to the new purpose.

6.3 Registration and Eligibility. Where a campaign collects donations or membership fees on behalf of a non-profit, charitable or membership organisation, the User/Company warrants that the organisation holds any registration, licence or authorisation required in its jurisdiction (for example, a valid 90-konto issued by Svensk Insamlingskontroll for Swedish fundraising organisations, or the equivalent registration where the Company operates internationally), and that Adoveo will be informed promptly if such status is suspended, revoked or placed under review.

6.4 Sanctions and Financial Crime Warranty. The User/Company warrants that neither it, its beneficial owners or directors, nor, to the best of its knowledge after reasonable diligence, its campaign beneficiaries or major donors, are listed on any applicable sanctions list (including OFAC, EU, UN or UK consolidated sanctions lists) or are domiciled, incorporated or operating in a country or territory subject to comprehensive sanctions. The User/Company shall not use the Service to launder money, finance terrorism, evade sanctions, or otherwise facilitate financial crime.

6.5 KYC and Screening Cooperation. The User/Company shall provide any identity, beneficial-ownership, registration or other verification information reasonably requested by Adoveo or Stripe, and shall cooperate with any know-your-customer (KYC), sanctions or politically exposed person (PEP) screening. Adoveo and/or Stripe may suspend onboarding, pause or withhold payouts, or restrict access to payment functionality pending or following such screening, without liability to Adoveo.

6.6 Fraud Monitoring. Adoveo and/or Stripe may monitor transactions for indicators of payment fraud, including card testing, and may block, reverse, refund or place under review any transaction reasonably suspected to breach this Section 6, without prior notice to the User.

6.7 Consequences of Breach. A breach of this Section 6 is a material breach of these Terms and may result in immediate suspension or termination of the User's or Company's access to the Service and/or its payment functionality, in addition to any other remedy available to Adoveo, Stripe, or the relevant law-enforcement or regulatory authority.

7. Service Availability and Support

ACM is provided "as is" and may be updated or changed at Adoveo's discretion. Uptime and support are governed by the SLA in the Main Agreement. Users must promptly report technical issues or suspected security incidents to info-adoveo@adoveo.com.

8. Prohibited Conduct

Users must not use the Service to:

- break any law, including GDPR and marketing-communications rules;
- infringe third-party intellectual-property rights;
- harass, threaten, defame, or discriminate against any person or group;
- introduce malware, attempt unauthorised access or disrupt the Service or connected networks;

- engage in any conduct prohibited under Section 3.2 or Section 6 of these Terms (money laundering, terrorist financing, sanctions evasion, payment fraud, or misuse of Collected Funds). **[NEW]**

Adoveo may suspend or terminate any User account for breach of these Terms without liability.

9. Intellectual-Property Rights in ACM

All software, templates, documentation, trademarks and other IP in ACM remain the exclusive property of ADOVEO and its licensors. No licence or ownership right is granted to the User.

10. Liability and Indemnity

To the maximum extent permitted by law, ADOVEO's liability to a User for any claim arising out of the Service is limited to direct damages only and subject to the limits in the Main Agreement.

Each User shall indemnify the Company and ADOVEO for any loss or claim arising from the User's unlawful use of the Service or breach of these Terms, including, without limitation, any loss, fine, penalty, claim or cost arising from a breach of Section 6 (Payment Processing, Fund Usage and Financial Crime Compliance), such as breach of the Use of Funds Warranty or the Sanctions and Financial Crime Warranty. **[NEW]**

11. Changes to Terms

ADOVEO may update these Terms to reflect legal, technical or operational changes. The current version is always available in ACM; continued use after an update constitutes acceptance of the revised Terms.

12. Governing Law and Dispute Resolution

These Terms are governed by Swedish law and any disputes are subject to the dispute-resolution clause of the Main Agreement.

By logging in to ACM, the User confirms that they have read, understood and agree to be bound by these Terms of Use.