

# Terms & Conditions

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*General website and services terms.*

**Last updated: 25 June 2026**

Company: SUAFI  
SIREN: 935 139 105  
Address: 61 Rue de Lyon, Paris, 75012, France  
Website: <https://suafi.io>  
Email: [info@suafi.io](mailto:info@suafi.io)

## 1. Company information

SUAFI, SIREN 935 139 105, with an address at 61 Rue de Lyon, Paris, 75012, France. Website: <https://suafi.io>.  
Email: [info@suafi.io](mailto:info@suafi.io).

## 2. Services

SUAFI provides B2B market research, customer discovery, expert interviews, respondent recruitment, market intelligence, competitive research, qualitative interviews, surveys, research analysis and related advisory services.

The exact scope, timeline, deliverables, fees and project assumptions will be described in a proposal, quotation, statement of work, project agreement or email confirmation.

## 3. Project scope and acceptance

A project starts only when the client confirms the scope in writing, accepts a quotation, signs a project agreement or otherwise provides written approval.

- project timelines are estimates
- recruitment numbers and interview completion rates are not guaranteed unless expressly stated
- timelines may change if the client changes the scope, delays feedback, changes screening criteria or requests additional work
- additional work outside the agreed scope may be charged separately

## 4. Client responsibilities

- provide accurate project requirements
- approve screening criteria, discussion guides and materials where needed
- provide timely feedback
- not request unlawful, unethical or misleading research activities
- not ask SUAFI, respondents or experts to disclose confidential, proprietary, insider or legally restricted information
- use deliverables in accordance with applicable laws and the agreed project scope

## 5. Respondents, experts and independent contractors

SUAFI may work with independent experts, respondents, moderators, recruiters, analysts, consultants and third-party research partners. Unless expressly agreed otherwise, such individuals are independent contractors and not employees, agents or representatives of SUAFI or the client.

Experts and respondents are responsible for ensuring that their participation does not breach any legal, contractual, employment, confidentiality or professional obligations.

## 6. Use of third parties

SUAFI may engage third-party contractors, moderators, recruiters, analysts, research partners, technology providers, transcription providers, cloud service providers and other service providers to perform or support the services.

SUAFI remains responsible for managing the services in accordance with the agreed scope, but is not required to disclose the identity, technical architecture or internal infrastructure of its service providers unless required by law or agreed in writing.

## 7. Confidentiality

Each party agrees to protect confidential information received from the other party. Confidential information may include business plans, commercial terms, research topics, client identity, respondent or expert identity, interview materials, project documents, market strategy, product plans, non-public data, reports, transcripts, recordings and research findings.

Confidentiality obligations do not apply to information that is publicly available through no breach of these Terms, was already lawfully known before disclosure, is independently developed without use of confidential information, or must be disclosed by law, court order or regulator. Confidentiality obligations survive the end of the project.

## 8. Compliance and prohibited topics

- material non-public information
- trade secrets
- confidential information belonging to an employer, client or third party
- information disclosed in breach of law, contract or professional duty
- personal data that is not necessary for the agreed research purpose
- unlawful, discriminatory or deceptive research practices

SUAFI may decline, pause or terminate a project if it believes the requested work creates legal, ethical, confidentiality or reputational risk.

## 9. Research outputs and deliverables

Deliverables may include reports, summaries, interview notes, market maps, personas, ICP analysis, customer journey insights, objections, messaging insights, action plans, transcripts or other agreed outputs.

- deliverables are prepared for the client's internal business use
- findings are based on available data, respondent input and SUAFI's analysis at the time of the project
- SUAFI does not guarantee commercial outcomes, market entry success, sales conversion, investment performance or product-market fit
- research findings should not be treated as legal, financial, investment, tax or regulatory advice

## 10. Use of deliverables

- the client may use final deliverables internally for business decision-making
- the client may not publicly publish, resell, sublicense or distribute deliverables to third parties without SUAFI's written consent
- SUAFI may reuse general know-how, methods, frameworks and non-confidential learnings developed through its work
- SUAFI will not disclose client confidential information without permission

## 11. Recordings, transcripts and interview materials

Where interviews are recorded or transcribed, such materials may be used for research accuracy, analysis, quality control and preparation of deliverables. Access may be limited depending on the project scope, participant consent, confidentiality restrictions and applicable law.

## 12. Fees, invoices and payment

Fees, payment schedule and expenses will be stated in the proposal, quotation, invoice or project agreement. Unless otherwise agreed, fees are exclusive of taxes, bank fees and payment processing fees; invoices are payable within the period stated in the invoice or project agreement; non-refundable costs already incurred may be charged if the project is cancelled, delayed or materially changed by the client; and SUAFI may suspend work if payment is overdue.

## 13. Cancellation and changes

If the client cancels, delays or materially changes a project after confirmation, SUAFI may charge work already performed, committed respondent or expert incentives, third-party costs, recruitment, moderation, analysis or project management time already incurred, and other non-refundable costs.

If SUAFI cannot complete the project due to factors outside its reasonable control, SUAFI will notify the client and discuss a revised timeline, scope or reasonable alternative.

## 14. Third-party services

SUAFI may use third-party tools and providers, including software, cloud storage, analytics, survey platforms, transcription tools, CRM systems, payment providers, communication tools and research partners. SUAFI is not responsible for third-party services outside its reasonable control, but will take reasonable care in selecting providers.

## 15. Website use

- misuse the website
- attempt unauthorized access
- copy, scrape or reverse engineer website content
- upload malware or harmful code
- use the website for unlawful purposes
- infringe SUAFI's intellectual property rights

All website content, including text, design, graphics, logos and materials, belongs to SUAFI or its licensors unless otherwise stated.

## **16. Disclaimer**

The website and services are provided on a reasonable professional-efforts basis. To the fullest extent permitted by law, SUAFI makes no warranty that the website will be uninterrupted or error-free, research findings will guarantee a specific business outcome, any market, customer, competitor or expert insight will remain accurate after delivery, or the client's decisions based on deliverables will produce a particular result.

## **17. Limitation of liability**

To the fullest extent permitted by law, SUAFI is not liable for indirect, incidental, special or consequential losses; loss of profit, revenue, business opportunity or goodwill; decisions made by the client based on research findings; or delays caused by the client, respondents, experts, third parties or events outside SUAFI's reasonable control.

Unless otherwise agreed in writing, SUAFI's total liability is limited to the amount paid by the client for the specific project giving rise to the claim.

## **18. Force majeure**

SUAFI is not liable for delay or failure to perform caused by events outside its reasonable control, including technical failures, platform outages, illness, war, sanctions, government restrictions, natural disasters, labor disputes, payment provider issues or internet disruptions.

## **19. Governing law and disputes**

These Terms are governed by the laws of France, unless a separate written agreement states otherwise. The parties will first try to resolve disputes through good-faith negotiation. If unresolved, disputes will be submitted to the competent courts of France, unless the applicable project agreement states otherwise.

## **20. Updates to these Terms**

SUAFI may update these Terms from time to time. The updated version will be posted on this page with a new Last updated date.