

Terms of Service

Updated 09-08-2025

These terms state the rules for using all services provided by Tribe, on behalf of our partner schools at www.app.tribeadmissions.com or it's subdomains, our website integrations implemented locally on the school websites, our mobile app, as well as our website hosted at www.tribeadmissions.com.

1. Who are we and how to contact us

Tribe is a service operated by Origin Ventures BV (hereinafter also referred to as 'tribe', 'us' or 'We'). We are a limited company registered in Belgium under company number (BE)1020.376.454 and have our registered office at Lemmekenstraat 53, 1910 Kampenhout, Belgium. To contact us, please email contact@tribeadmissions.com.

2. By using Tribe you accept these terms

By using Tribe, you confirm that you accept these terms of Service and that you agree to comply with them. If you do not agree to these terms, you must not use Tribe. We recommend that you print a copy of these terms for future reference. We also reserve the right to terminate your account if you are in breach of any of the terms stipulated in this document.

3. Here are the other terms that may apply to you

These terms of service refer to the following additional terms, which also apply to your use of Tribe: Our [Privacy Policy](#), which sets out the terms on which we process any personal data we collect from you, or that you provide to us. By using Tribe, you consent to such processing, and you warrant that all data provided by you is accurate. Our [Acceptable Use Policy](#), which sets out the permitted uses and prohibited uses of Tribe. When using Tribe, you must comply with this Acceptable Use Policy.

4. We may make changes to these terms

We amend these terms from time to time. Every time you wish to use Tribe, please check these terms to ensure you understand the terms that apply at that time.

5. Minimum user age

Our Platform is only intended for use by persons above the age of consent in their respective jurisdiction.

6. Law and Jurisdiction

These Terms, and the relationship between you and us (whether contractual or otherwise) shall be governed by, and construed in accordance with Belgian law, and both parties hereby agree to the exclusive jurisdiction of the courts of Belgium.

7. Definitions and Interpretations

These Terms, unless the context otherwise requires, the following expressions have the following meanings:

“Platform”	means the platform made available at https://app.tribeadmissions.com/ and its subdomains, the website integration implemented at one of our partner schools, and our mobile app;
“Account”	means an account that is created on our Service which involves entering personal and contact information into an online form or our web application;
“Admin User”, “you”, “your”	means a representative(s) of the Institution who manages the Service through the Dashboard;
“Ambassador”	means a member or representative of the Institution who has an account on the platform;
“Third Party User”	means a person who engages with an Ambassador as part of the Service, via the Customer’s website or at the customer’s invite;
“Users”, “End Users”	means each of the Admin Users, Ambassadors, and Third Party Users;
“Chat Feature”	means a feature within the Service designed to help the Institution safely and easily provide one-to-one conversations between their Ambassadors and Users;
“Content”	means any and all images, words, and videos that Ambassadors post on the platform;
“Data Protection Law”	means the General Data Protection Regulation (EU) 2016/679 (“GDPR”), read in conjunction with and subject to the Data Protection Act 2018, in each case as amended, re-enacted or replaced from time to time;
“Institution”	means your institution or organization that has licensed the services of Tribe made available through our Service;
“Service”	means any and all content and functionality made available on our platform, and any and all related subdomains
‘User’ or ‘you’ or ‘your’	means anyone who browses the content and/or uses the Services made available at all subdomains of tribeadmissions.com;

User Type Specific Terms of Service

All the above stated information (including definitions and interpretations) is relevant to all user types listed below. Depending on your usage and account type, the following additional terms will also be of relevance to you. Any reference to a section made in the below user type specific terms of service refers to the section listed within that user type.

Admin Users:

1. Admin User Account

- 1.1. You must be a member of an Institution in order to be an Admin User for them.
- 1.2. When creating an Account, you must accept these Terms.
- 1.3. You may add additional Admin Users to the Account.
- 1.4. The Institution which you represent through your Account has the right to request that your Account be removed from our Service so that it no longer represents them. We do not need to seek your consent to remove and terminate your Account if so requested by the Institution.
- 1.5. It is your responsibility to keep your Account up to date.
- 1.6. You must choose a strong password for your Account. It is your responsibility to keep your password safe. You must not share your Account information with anyone, or give anyone access to your Account. If you believe your Account is being used without your permission, please contact us immediately. We will not be liable for any unauthorized use of your Account.
- 1.7. You must not use anyone else's Account.
- 1.8. Any personal information provided in your Account will be collected, used, and held in accordance with your rights and our obligations under the Data Protection Law. Please refer to our Privacy Policy for more information.
- 1.9. If you wish to delete your Account, you may do so at any time. Please email a clear deletion request to contact@tribeadmissions.com. Account deletion will remove your Account data from our Service as per our Privacy Policy.

2. Content Feature

- 2.1. You must not breach the Acceptable Usage Policy with the Content you seek to create.
- 2.2. You may discard, edit or Publish Ambassador profiles. However, you must not change the intended meaning of the Content and only seek to improve the clarity of the message.

3. Intellectual Property Rights and Content

- 3.1. You shall not (and shall procure that any Ambassadors do not) do anything or cause anything to be done which would prejudice the intellectual property rights of any User, any Institution or us.

3.2. You acknowledge that we and/or our licensors own all intellectual property rights subsisting in our Service, including any supporting software and documentation. Except as expressly stated herein, these Terms do not grant the Institution or Admin User any rights to, under or in, any intellectual property rights in respect of the Services.

3.3. Any Content you upload to the Service will be considered non-confidential and non-proprietary, and we (and the Institution) will have the right to use, copy, distribute and disclose to third parties any such Content for any purpose.

3.4. All intellectual property rights in the Content provided by the you or the Ambassadors (but, for the avoidance of doubt, no Content provided by third parties) shall remain the property of the Institution.

3.5. By accepting these Terms, you hereby undertake:

3.5.1. not to copy, download or otherwise attempt to acquire any part of our Service;

3.5.2. not to disassemble, decompile or otherwise reverse engineer our Service;

3.5.3. not to allow or facilitate any use of our Service that would constitute a breach of these Terms; and

3.5.4. not to embed or otherwise distribute our Service on any website, ftp server or similar.

4. Links to Other Sites

4.1. Links to other sites may be included on our Service. Unless expressly stated, these sites are not under our control. We neither assume nor accept responsibility or liability for the content of third-party sites. The inclusion of a link to another site on our Service is for information only and does not imply any endorsement of the sites themselves or of those in control of them.

5. Disclaimers

5.1. We make no representation, warranty, or guarantee that our Service will meet your requirements, that it will not infringe the rights of third parties, that it will be compatible with all software and hardware, or that it will be secure. If, because of our failure to exercise reasonable care and skill, any digital Content from our Service damages your device or other digital content belonging to you, you may be entitled to certain legal remedies.

5.2. We do not make any representations, warranties or guarantees (whether express or implied) that the Content made available through our Service is complete, accurate, or up to date.

5.3. We do not accept liability for the use of our site by Institutions or Ambassadors.

5.4. You must ensure that Content you Post or Publish is fair, accurate and not misleading, and does not breach the legal obligations of your Institution to provide fair and accurate information that is not misleading.

6. Our Liability

6.1. To the fullest extent permissible by law, We accept no liability to any Ambassador or Admin User for any direct or indirect loss or damage, whether foreseeable or otherwise, in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising out of or in connection with the use of (or inability to use) our Service or the use of or reliance upon any Content included on our Service.

6.2. Our Service is intended for non-commercial use by Ambassadors. Any payment made by the Institution to Ambassadors for their use of our Service is not governed by us. We accept no liability for loss of profits, sales, business or revenue; loss of business opportunity, goodwill or reputation; loss of anticipated savings; business interruption; or for any direct, indirect or consequential loss or damage.

6.3. We accept no liability for any loss or damage resulting from a virus or other malware, a distributed denial of service attack, or other harmful material or event that may adversely affect your hardware, software, data or other material that occurs as a result of your use of our Service (including the downloading of any Content from it) or any other site referred to on our Service.

6.4. We do not accept liability to Ambassadors arising out of any disruption or non-availability of our Service resulting from external causes including, but not limited to, ISP equipment failure, host equipment failure, communications network failure, natural events, acts of war, or legal restrictions and censorship.

6.5. To the fullest extent permissible by law, we accept no responsibility for Ambassadors misrepresenting their Institution, intentionally or otherwise, through our Service.

7. Viruses, Malware and Security

7.1. We exercise reasonable skill and care to ensure that our Service is free from viruses and other malware. We do not, however, guarantee that our Service is secure or free from viruses or other malware and accept no liability in respect of the same.

7.2. You are responsible for protecting your hardware, software, data and other material from viruses, malware, and other internet security risks.

7.3. You must not deliberately introduce viruses or other malware, or any other material which is malicious or technologically harmful either to or via our Service.

7.4. You must not attempt to gain unauthorized access to any part of our Service, the server on which our Service is stored, or any other server, computer, or database connected to our Service.

7.5. You must not attack our Service by means of a denial-of-service attack, a distributed denial of service attack, or by any other means.

Ambassador Terms of Service

1. Ambassador Account

1.1. You must not create an account unless you have been invited to do so by the Institution you will be representing on the Service. This invitation will be sent to your email address that the school has listed.

1.2. When signing up through the invitation, you must accept these Terms in order to create an Account.

1.3. The Institution that you represent through your Account must Publish' your profile in order for you to be visible and active on the Service. They also have the right to remove your Account from our Service so that it no longer represents them. We do not need to seek your consent to remove and terminate your Account if so done by the Institution.

1.4. It is your responsibility to keep your Account up to date and accurate.

1.5. It is your responsibility to keep your password safe. You must not share your Account information with anyone, or give anyone access to your Account. If you believe your Account is being used without your permission, please contact us immediately on contact@tribeadmissions.com. We will not be liable for any unauthorized use of your Account.

1.6. Any personal information provided in your Account will be collected, used, and held in accordance with our Privacy Policy.

1.7. If you wish to delete your Account, you may do so at any time by sending an email to delete@tribeadmissions.com, clearly stating your request for deletion. This will remove your Account data from our Service in line with our Privacy Policy. Content you have created on our Service will persist for up to one week before being archived anonymously by us.

1.8. You must not breach our Acceptable Usage Policy in any of your activities through the Service. Any breaches of our Acceptable Usage Policy may result in your Account being suspended or removed from the Service.

1.9 Our Platform is only intended for use by persons above the age of consent in their respective jurisdiction.

2. Content Feature

2.1. You must not breach the Acceptable Usage Policy in your content.

2.2. When you create Content, you grant intellectual property rights to us and your Institution.

2.3. The Admin Users for the Institution will review your Content and decide whether to discard, edit or Publish your account.

3. Chat Feature

3.1. The Chat Feature facilitates chat engagements between Ambassadors and Users.

- 3.2. You must not breach our Acceptable Usage Policy in your Chat conversations.
- 3.3. We also have access to view your conversations for quality assurance and safeguarding purposes.
- 3.4. The Institution retains the right to take inspiration from your Chat conversations to produce Content for the wider audience. In no cases will your identity be used.
- 3.5. You grant us permission to contact you via email and SMS to notify you of new chat messages.
- 3.6. If any inappropriate behavior including but not limited to: explicit language, coercive, radicalization, sexually suggestive, clearly inaccurate statements or extreme exaggeration takes place, you must report this to your schools admissions team.

4. Intellectual Property Rights and Content

- 4.1. We grant you a limited right to use our Service in accordance with these Terms. All intellectual property rights in our Service, together with all materials made available in connection with our Service, unless specifically labelled otherwise, belongs to us and/or our licensors.
- 4.2. You transfer to your Institution (by way of present assignment of present and future rights), all your right, title and interest in and to all intellectual property rights howsoever relating to your Content.
- 4.3. In consideration of your access and use of the Service, you unconditionally and irrevocably waive, in respect of the Content, all moral rights that may arise. This waiver is made in favour of us and shall extend to your Institution. You acknowledge that your Institution may reject, reclassify, remove, or edit your Content created or uploaded using our Service where that Content relates to or represents them.
- 4.4. By accepting these Terms, you hereby undertake:
- 4.4.1. not to copy, download or otherwise attempt to acquire any part of our Service;
- 4.4.2. not to disassemble, decompile or otherwise reverse engineer our Service;
- 4.4.3. not to allow or facilitate any use of our Service that would constitute a breach of these Terms; and
- 4.4.4. not to embed or otherwise distribute our Service on any website, ftp server or similar.
- 4.5. You agree that you will be solely responsible for the Content that you create or upload using our Service, including compliance with applicable laws, rules and regulations. Specifically, you agree, represent, and warrant that you have the right to create or upload your Content and the right to use all materials of which it is comprised and that it will not breach the intellectual property rights of any third party or contravene any aspect of our Acceptable Usage Policy.
- 4.6. You grant us the right to modify and adapt your Content as it is distributed, syndicated, published, or broadcast by us and our partners and/or to make changes to your Content in order to adapt it to different media. You grant us the right to reject, reclassify, or remove any of your Content created or uploaded using our Service where that Content, in our sole

opinion, violates our Acceptable Usage Policy or if we receive a complaint from a third party and determine that the Content in question should be removed as a result.

4.7. If you wish to remove Content, you may do so by deleting your Account by sending an email to contact@tribeadmissions.com with a clear request to delete. You acknowledge, however, that caching or references to your Content may not be made immediately unavailable (or may not be made unavailable at all where they are outside of our reasonable control).

4.8. You may not download any third party Content created from our Service.

5. Links to Other Sites

5.1. Links to other sites may be included on our Service. Unless expressly stated, these sites are not under our control. We neither assume nor accept responsibility or liability for the content of third party sites. The inclusion of a link to another site on our Service is for information only and does not imply any endorsement of the sites themselves or of those in control of them.

6. Disclaimers

6.1. We make no representation, warranty, or guarantee that our Service will meet your requirements, that it will not infringe the rights of third parties, that it will be compatible with all software and hardware, or that it will be secure. If, because of our failure to exercise reasonable care and skill, any digital Content from our Service damages your device or other digital content belonging to you, you may be entitled to certain legal remedies.

6.2. We do not make any representations, warranties or guarantees (whether express or implied) that the Content made available through our Service is complete, accurate, or up-to-date.

6.3. We do not accept liability for the use of our site by Institutions or Ambassadors.

6.4. The purpose of the Content that Ambassadors Post is to help your Institution represent themselves more honestly and authentically online. You must ensure that Content you Post is fair, accurate and not misleading, and does not breach the legal obligations of your Institution to provide fair and accurate information that is not misleading.

7. Our Liability

7.1. To the fullest extent permissible by law, we accept no liability to any Ambassador for any direct or indirect loss or damage, whether foreseeable or otherwise, in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising out of or in connection with the use of (or inability to use) our Service or the use of or reliance upon any Content included on our Service.

7.2. Our Service is intended for non-commercial use by Ambassadors. Any payment made by the Institution to Ambassadors for their use of our Service is not governed by us. We accept no liability for loss of profits, sales, business or revenue; loss of business opportunity,

goodwill or reputation; loss of anticipated savings; business interruption; or for any direct, indirect or consequential loss or damage.

7.3. We accept no liability for any loss or damage resulting from a virus or other malware, a distributed denial of service attack, or other harmful material or event that may adversely affect your hardware, software, data or other material that occurs as a result of your use of our Service (including the downloading of any Content from it) or any other site referred to on our Service.

7.4. We do not accept liability to Ambassadors arising out of any disruption or non-availability of our Service resulting from external causes including, but not limited to, ISP equipment failure, host equipment failure, communications network failure, natural events, acts of war, or legal restrictions and censorship.

7.5. To the fullest extent permissible by law, we accept no responsibility for Ambassadors misrepresenting their Institution, intentionally or otherwise, through our Service.

8. Viruses, Malware and Security

8.1. We exercise reasonable skill and care to ensure that our Service is free from viruses and other malware. We do not, however, guarantee that our Service is secure or free from viruses or other malware and accept no liability in respect of the same.

8.2. You are responsible for protecting your hardware, software, data and other material from viruses, malware, and other internet security risks.

8.3. You must not deliberately introduce viruses or other malware, or any other material which is malicious or technologically harmful either to or via our Service.

8.4. You must not attempt to gain unauthorized access to any part of our Service, the server on which our Service is stored, or any other server, computer, or database connected to our Service.

8.5. You must not attack our Service by means of a denial of service attack, a distributed denial of service attack, or by any other means.

Third Party End-Users

1. Accounts

1.1. You may or may not be required to open an Account to browse our Services depending on the relevant Institutions use and setting of the service.

1.2. A User is always required to create an Account if they would like to send a Direct Message through our Service.

1.3. When creating an Account, the information you provide must be accurate and complete. If any of your information changes at a later date, it is your responsibility to ensure that your Account is kept up to date.

1.4. We require that you choose a strong password for your Account. At a minimum, it must contain 12 symbols. It is your responsibility to keep your password safe. You must not share your Account or Account information with anyone else. If you believe your Account is being used without your permission, please contact us immediately. We will not be liable for any unauthorized use of your Account.

1.5. You must not use anyone else's Account.

1.6. We will store the data related to your Account until such time as your Account is deleted. All data collected at the point of Account creation will be deleted from our Service no later than 5 business days after deleting your Account. To delete your account, send an email to contact@tribeadmissions.com with a clear request to delete.

1.7. By default, your account will be deleted after 36 months of inactivity. This period can be shortened and lengthened depending on the preferences of the Institution you engage with through Our Service.

2. Viewing of Content

2.1. You may browse all Content available to you on the platform.

2.2. We accept no responsibility for the validity or accuracy of Content you may see delivered through our Service.

2.3. All Content you will see has been created by the Account it is displayed by.

3. Chat functionality

3.1. The Chat functionality allows you to directly engage with an individual Ambassador or admissions team member through a written conversation.

3.2. You must have an Account to use the Chat functionality.

3.3. You must not breach our Acceptable Usage Policy in your conversation.

3.4. We, together with the Institution, retain the right to take inspiration from your questions through conversations to produce Content for the wider audience on our Service. In no cases will your identity be used.

3.5. You grant us permission to contact you via email and SMS to notify you of new Chat messages.

3.6. If any inappropriate behavior including but not limited to: explicit language, coercive, radicalization, sexually suggestive, clearly inaccurate statements or extreme exaggeration takes place, you must report this to us or the relevant admissions department.

4. Our Rights

4.1 We grant Users a limited right to use our Service to learn from and engage with Ambassadors who represent the Institution for personal research and private study purposes, subject always to these Terms.

4.2. All other Content included in our Service (including all User-facing material, and all underlying material such as code, software and databases) and the copyright and other intellectual property rights in that Content, unless specifically labelled otherwise, belongs to or has been licensed by us. All Content is protected by applicable Belgian and international intellectual property laws and treaties.

4.3. By accepting these Terms, you hereby undertake:

- not to copy, download or otherwise attempt to acquire any part of our Service;
- not to disassemble, decompile or otherwise reverse engineer our Service;
- not to allow or facilitate any use of our Service that would constitute a breach of these Terms; and
- not to embed or otherwise distribute our Service on any website, ftp server or similar.

5. Links to Other Sites

5. Links to other sites may be included on our Service. Unless expressly stated, these sites are not under our control. We neither assume nor accept responsibility or liability for the content of third-party sites. The inclusion of a link to another site on our Service is for information only and does not imply any endorsement of the sites themselves or of those in control of them.

6. Disclaimers

6.1. The Content on our Service does not constitute advice on which you should rely. It is provided for general information purposes only and is not binding.

6.2. Ambassadors that you speak to through our Service have been individually selected and made available on our platform. Opinions they share are their own at the time of expression. Any substantial information on which you are making decisions should be cross-checked and validated on other sources such as the website of the school in question.

6.3. User's accept full understanding and responsibility for taking opinions they are exposed to through our Service in the context in which they are shared, and shall make reasonable effort to cross check factual information with other sources. If you do not accept these terms, you must not use our Service.

6.4. We make no representation, warranty, or guarantee that our Service will meet your requirements, that it will not infringe the rights of third parties, that it will be compatible with all software and hardware, or that it will be secure.

7. Our Liability

7.1. To the fullest extent permissible by law, we accept no liability to any User for any direct or indirect loss or damage, whether foreseeable or otherwise, in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising out of or in connection with the use of (or inability to use) our Service or the use of or reliance upon any Content included on our Service.

7.2. Our Service is intended for non-commercial use by Users and Ambassadors. Any payment made by the Institution to Ambassadors for their use of our Service is not governed by us. We accept no liability for loss of profits, sales, business or revenue; loss of business opportunity, goodwill or reputation; loss of anticipated savings; business interruption; or for any direct, indirect or consequential loss or damage.

7.3. We accept no liability for any loss or damage resulting from a virus or other malware, a distributed denial of service attack, or other harmful material or event that may adversely affect your hardware, software, data or other material that occurs as a result of your use of our Service (including the downloading of any Content from it) or any other site referred to on our Service.

7.4. We do not accept liability to Ambassadors or Users arising out of any disruption or non-availability of our Service resulting from external causes including, but not limited to, ISP equipment failure, host equipment failure, communications network failure, natural events, acts of war, or legal restrictions and censorship.

7.5. To the fullest extent permissible by law, we accept no responsibility for Ambassadors misrepresenting their Institution, intentionally or otherwise, through our Service.

8. Viruses, Malware and Security

8.1. We exercise reasonable skill and care to ensure that our Service is free from viruses and other malware. We do not, however, guarantee that our Service is secure or free from viruses or other malware and accept no liability in respect of the same.

8.2. You are responsible for protecting your hardware, software, data and other material from viruses, malware, and other internet security risks.

8.3. You must not deliberately introduce viruses or other malware, or any other material which is malicious or technologically harmful either to or via our Service.

8.4. You must not attempt to gain unauthorized access to any part of our Service, the server on which our Service is stored, or any other server, computer, or database connected to our Service.

8.5. You must not attack our Service by means of a denial-of-service attack, a distributed denial of service attack, or by any other means.

9. Communications from Us

9.1. If we have your contact details, we may from time to time send you important notices by email, text message and phone call. You shall have the right to opt out of receiving these notices at any time. Such notices may relate to matters including, but not limited to, service changes and changes to these Terms.

9.2. We will not send you any marketing emails of any kind without your express consent. If you do give such consent, you may opt out at any time. All marketing emails sent by us include an unsubscribe link. If you opt out of receiving emails from us at any time, it may take up to three (3) business days for your new preferences to take effect.

9.3. For questions or complaints about communications from us (including, but not limited to marketing emails), please contact us at contact@tribeadmissions.com.