Terms & Conditions

End-User Licence Agreement (EULA)

Last updated: 30 October 2026.

The following End User License Agreement applies to the software (the “App”) purchased or used by you from LightBlaze GmbH, Johannes-Kepler-Str. 7, 54634 Bitburg, Germany (“LightBlaze”). The agreement governs the contractual relationship between you or the organization you represent and LightBlaze. salesforce.com Germany GmbH is not a party to this agreement.

1. Parties and subject of the contract

1.1. Any use of the App is solely based on the current End User License Agreement. The parties are LightBlaze and the organization you represent (including, without limitation, if you are using the App as an employee, your employer) or, in the absence of such an organization, you personally (the “Customer”). In case of doubt, the Customer is the entity identified as the company in the confirmation of the installation details within the AppExchange operated by Salesforce, in the details of the profile used for installation.

1.2. The subject matter is the granting of a right to use the App for the duration of the agreement and the Customer’s payment to LightBlaze.

1.3. Salesforce operates services used with the App under separate contracts with the Customer. LightBlaze is not a party to those contracts. One such service is the AppExchange through which the Customer obtains the LightBlaze App. Another is the ISV Force Service, one of the links between the LightBlaze App and the Salesforce Services.

1.4. To enable legitimate use of the App in conjunction with Salesforce services, LightBlaze purchases ISV Force Service subscriptions from Salesforce to execute this agreement to an extent consistent with the App rights of use, depending on the number of End Users or the Customer’s Salesforce “org” or “organization”. This refers to a unique instance of the services, a separate set of Customer data and Customer-specific service customizations held by Salesforce in a logically separate database according to the contract with the Customer.

1.5. An End User is a person authorized by the Customer to use the App and provided with the relevant rights, identification, and password within Salesforce services. End Users may include employees, consultants, contractors, agents, authorized LightBlaze personnel, and third parties with whom the Customer does business.

2. Conclusion of contract and login data

2.1. Confirmation of installation details within Salesforce AppExchange establishes the contract between LightBlaze and the Customer. If the App is not purchased directly through AppExchange, the agreement becomes effective upon completion of the installation routine or use of the App.

2.2. The Customer may not disclose login data to unauthorized third parties or allow unauthorized access. Actions performed using the Customer’s login data are attributable to the Customer unless the Customer demonstrates misuse for which it is not responsible.

3. Contractual use and relationship with Salesforce

3.1. The App may be used only for the purposes defined by LightBlaze and communicated in connection with the App, which is related to Salesforce services. Use outside Salesforce services is not intended, and implemented usability restrictions may not be circumvented.

3.2. Use depends on the Customer's access to Salesforce services and on the Customer enabling access to its Salesforce org where technically required.

3.3. In production environments, the Professional trial lasts 14 days unless otherwise specified. When the trial ends, the Customer automatically moves to the Free plan without charge, unless the Customer has expressly ordered a paid subscription. LightBlaze may exercise a right of retention in individual cases, for example due to payment default.

3.4. The Customer acknowledges Salesforce's License Management Application and agrees to its use in connection with the App.

3.5. LightBlaze may block, remove, or modify individual functions or content, or restrict usability, where necessary, including where applicable law or third-party rights may be affected. The Customer has no claim to preservation of individual functions, appearance, or design.

3.6. LightBlaze undertakes reasonable efforts to operate the App smoothly. Its obligations are limited to the conditions and properties of the App over which LightBlaze has control. LightBlaze may restrict use for short or insignificant periods due to maintenance, capacity issues, or circumstances outside its control.

3.7. LightBlaze may technically enforce App updates. The Customer's right of use continues with the new version and then covers only the latest version. This does not change the contractual relationship.

3.8. The Customer acknowledges that LightBlaze has no control over restrictions on the App's usability triggered or imposed by Salesforce itself or by law. In particular, Salesforce may perform security audits of the App that can result in downtime or other adverse effects.

3.9. Using the App may change Customer data within Salesforce services. Normal App operation does not permit LightBlaze to access Customer data. At the Customer's request, LightBlaze may access data in individual cases to prevent or resolve service and technical problems or answer support questions.

3.10. The Customer acknowledges that LightBlaze must disclose relevant customer-relationship information to Salesforce for ISV Force subscriptions and commission purposes, including Customer identity, org ID, subscription type and quantity, contract dates, renewal information, order date, and fees.

3.11. The App supports the Customer in creating, segmenting, analysing and managing audiences. Results generated by the App, including audience memberships, filters, configurations, recommendations and other outputs, are decision-supporting only. Before initiating, approving or continuing any action based on such results, including the sending of emails, other communications, campaign activation, data changes or exports, the Customer shall review the relevant result and remains solely responsible for the legality, appropriateness, content, recipients and execution of that action.

3.12. LightBlaze is not responsible for actions initiated, approved or carried out by the Customer or its End Users on the basis of App results, nor for resulting communications, complaints, claims, regulatory consequences or other downstream effects. This does not affect LightBlaze's liability under Section 9 of this Agreement.

4. Customer service

4.1. LightBlaze provides customer support during regular business hours through a web-based knowledge base accessible to customers.

4.2. Where agreed, customers may submit specific questions through a dedicated support form. LightBlaze regularly provides an initial assessment within one business day or another defined response time.

4.3. All support issues relating to the App, including technical support, must be addressed to LightBlaze. Salesforce does not provide support for the App.

5. Confidentiality of Customer data

5.1. The Customer may grant LightBlaze case-by-case access to its Salesforce org. The Customer controls the scope of access by assigning access rights.

5.2. Where LightBlaze can access Customer data, it must keep that data confidential, may not provide third parties with access, including through subcontractors whose services could give LightBlaze access to Customer information, and must limit internal access according to the need-to-know principle.

5.3. If access may disclose personal data within the meaning of Regulation (EU) 2016/679, the parties will enter into separate agreements for that customer service. For this purpose, they use the current model agreement annex for order processing published by Bitkom e. V. Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e. V., Berlin.

6. Testing and fees

6.1. The free trial begins when the App is installed in the Customer’s production environment. If the Customer chooses to order a paid subscription, the applicable fees are agreed as part of that order.

6.2. When the trial ends, the Customer automatically moves to the Free plan without charge. A paid subscription starts only when the Customer expressly orders it; there is no automatic paid upgrade. Fees apply only to the paid subscription as agreed in the order. No payment is owed to Salesforce for App use.

6.3. LightBlaze may invoice fees for up to one year in advance. Changes to the scope of use may be charged pro rata and, where applicable, retroactively from their effective date.

6.4. Invoices are payable within 30 days of receipt (net 30). For new customers, this period starts no later than the contract start date. Payment may be made by bank transfer, including wire and SWIFT transfers, or by credit card. For international SWIFT transfers, the Customer must select the OUR charges option in field 71A so that the Customer covers transfer fees and LightBlaze receives the full invoice amount. Renewal invoices are issued 30 days before the current contract ends. LightBlaze is not obliged to accept cash payments.

6.5. Default in payment and its consequences are governed by applicable statutory provisions.

7. Customer information and cooperation obligations

7.1. The Customer must provide information relevant to pricing upon request, including information about Salesforce user licenses and the Salesforce org ID.

7.2. The Customer must refrain from activities likely to interfere with App or Salesforce operation.

7.3. The Customer must report disruptions immediately with all known contextual information. At LightBlaze's request, the Customer will assist with troubleshooting and answer LightBlaze's questions.

7.4. Backing up Customer data is the Customer's responsibility. Salesforce's retention obligations are governed solely by the agreement between Salesforce and the Customer.

7.5. Upon termination, the Customer should request a copy of Customer data from Salesforce because data related to App features may not be retained after termination and data loss is possible. Salesforce will provide Customer data in accordance with the App documentation.

7.6. Changes made outside Salesforce services may not be reflected in Salesforce Customer data. Transfers or imports outside Salesforce services are performed at the Customer's risk. Neither LightBlaze nor Salesforce is responsible for privacy, security, or integrity of data used outside Salesforce services.

8. Customer claims in case of defects

8.1. LightBlaze's strict liability for initial defects is excluded.

8.2. Rights in the event of material defects and defects of title are governed by statutory provisions unless otherwise stated. A defect exists only where the Customer proves a negative deviation from the agreed condition.

8.3. The Customer must inspect the App after installation as far as feasible in the ordinary course of business and report defects immediately. A later-discovered defect must also be reported immediately. Notification within two weeks after awareness is considered immediate, provided it is dispatched in time. If the Customer fails to inspect or report properly, LightBlaze is not liable for unreported defects.

8.4. LightBlaze bears necessary testing and supplementary-performance expenses where a defect exists. If a request proves unjustified, LightBlaze may request reimbursement of resulting costs.

8.5. Claims for damages or reimbursement of futile expenses exist only under the liability provisions below and are otherwise excluded.

9. Liability of LightBlaze

9.1. LightBlaze is liable for damages and wasted expenditure in cases of intent and gross negligence. It is also liable for death, personal injury, damage to health, and breach of essential contractual obligations. For breach of an essential obligation, liability is limited to foreseeable, typically occurring damage. Otherwise, liability is excluded.

9.2. These limitations do not apply where LightBlaze fraudulently concealed a defect, assumed a guarantee, or where claims arise under the Product Liability Act.

9.3. LightBlaze is liable for subcontractors as for its own actions and may use subcontractors unless expressly excluded by this agreement.

10. Customer indemnity

10.1. The Customer shall indemnify and hold LightBlaze and its employees or agents harmless from third-party claims arising from the Customer's actions in connection with App use where third-party rights are allegedly or actually infringed. The obligation does not apply if the Customer proves it is not at fault. The indemnity includes reasonable legal-defense costs.

11. Contract duration and termination

11.1. For paid subscriptions, the minimum term is as agreed in the order. Unless otherwise agreed, the standard minimum term is one year. These minimum-term provisions do not apply to the trial or the Free plan.

11.2. Unless otherwise agreed, the paid subscription renews for one year at the end of each term unless either party terminates it at least 30 days before the end of the current term.

11.3. The right to extraordinary termination for good cause remains unaffected.

11.4. Termination must be in text form within the meaning of § 126b BGB.

12. Changes to the End User License Agreement

12.1. LightBlaze may remove, modify, or add provisions with future effect.

12.2. The Customer will be notified of amendments or a new version at least six weeks before they take effect. If a new contract term begins after the announced effective date and the Customer has not terminated the agreement, the Customer's consent to the new version is deemed granted from the start of the new term.

13. Final provisions

13.1. The contract language is English. The English version of this Agreement is authoritative.

13.2. The agreement is governed by the law of the Federal Republic of Germany, excluding the UN Convention on Contracts for the International Sale of Goods and conflict-of-laws provisions.

13.3. Where the Customer is a merchant, legal entity under public law, or special fund under public law, LightBlaze's registered office is the exclusive place of jurisdiction, including international jurisdiction, for all disputes arising from the contract and its conclusion. This also applies if the Customer has no general place of jurisdiction in Germany, moves its registered office outside the scope of the German Code of Civil Procedure after conclusion, or its registered office or usual place of residence is unknown when proceedings begin. This agreement does not apply where mandatory statutory jurisdiction applies.

13.4. If individual provisions are or become void, ineffective, or impracticable, the effectiveness of the remaining provisions is not affected.