

Terms & Conditions

Last Updated: 1 Feb 2026

By accessing or using the website, platforms, or services of **Emerging Thoughts Pvt. Ltd.**, you agree to the following Terms & Conditions.

1. Use of Website & Services

- Users must use ETPL's website and platforms for **lawful purposes only**
- Unauthorized access, misuse, or disruption of services is prohibited
- Users agree not to upload harmful, misleading, or illegal content

2. Intellectual Property Rights

All content on the website, including:

- Text, graphics, logos
- Software, tools, dashboards
- Survey templates and methodologies

are the **intellectual property of ETPL**, unless otherwise stated.

No content may be copied, reproduced, or distributed without written permission.

3. Use of AASSAY Platform

- Access to AASSAY may require registration
- Users are responsible for maintaining confidentiality of login credentials
- ETPL reserves the right to suspend accounts for misuse or violation

4. Data & Research Disclaimer

- ETPL provides data, analytics, and insights based on inputs received
- Accuracy depends on data provided by users/respondents
- ETPL is not liable for decisions taken solely based on analytical outputs

5. Payments & Commercial Engagements

- Fees for services/products will be governed by separate agreements
- Subscription terms, incentives, or commissions are defined contractually
- ETPL reserves the right to revise pricing or service models

6. Limitation of Liability

ETPL shall not be liable for:

- Indirect or consequential damages
- Loss of data due to user negligence
- Technical interruptions beyond reasonable control

7. Termination of Access

ETPL may suspend or terminate access without notice if:

- Terms are violated
- Illegal or unethical activity is detected
- Required by law or regulatory authorities

8. Confidentiality

All project-related data, documents, and insights shared during engagements are treated as **confidential**, unless explicitly agreed otherwise.

9. Governing Law & Jurisdiction

These Terms shall be governed by the **laws of India**.
Any disputes shall be subject to the jurisdiction of courts in **Madhya Pradesh, India**.


10. Changes to Terms

ETPL reserves the right to modify these Terms & Conditions at any time. Continued use implies acceptance of updated terms.

11. Contact Us

For questions regarding these Terms:

 support@aassay.com

 Emerging Thoughts Pvt. Ltd., India