

Madnod

A Clarum Data company

Legal Terms & Policies

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Effective Date: August 15, 2026

Entity: Clarum Data LLC

Website: madnod.lovable.app

Contact: hello@madnod.com

Terms and Conditions

Last updated August 15, 2026

1. Agreement to Terms

These Terms and Conditions constitute a legally binding agreement between you and Clarum Data LLC ("Company," "we," "us," or "our"), operating the Madnod service, concerning your access to and use of the madnod.lovable.app website and related services (the "Services"). By accessing the Services, you agree to be bound by these Terms.

2. Description of Services

Madnod is an AI visibility service that helps businesses get cited and recommended by AI assistants such as ChatGPT, Gemini, and Perplexity. We identify the questions your customers ask AI about your industry, create structured content that positions your brand as the answer, and track your visibility over time with regular reporting. The Services are intended for internal business use.

3. Subscriptions and Payment

The Services are offered on a subscription basis with the following plans:

- Monthly — billed monthly, cancel anytime
- Annual — billed once per year, price locked for 12 months
- 2-Year — billed once for 24 months, price locked for the full term

Annual and 2-Year plans are one-time payments covering their respective fixed terms and do not automatically re-bill at the same amount. At the end of an Annual or 2-Year term, unless you have already cancelled, your subscription automatically continues on a Monthly basis at the then-current Monthly plan price, so your visibility work continues without interruption. You will be notified by email in advance of this transition and may cancel at any time before or after it occurs.

Subscriptions automatically renew unless cancelled. Accepted payment methods include Visa, Mastercard, and American Express, processed via Stripe. All prices are listed in the currency displayed at checkout.

4. Cancellation and Refunds

You may cancel your subscription at any time by logging into your account or by contacting customer service at hello@madnod.com. Refund eligibility is governed by our Refund Policy, included in this document, which provides a 14-day refund window from the date of your initial purchase. Prepaid annual and 2-year plans are non-refundable beyond that window.

5. Results and Timeline

AI visibility results typically begin appearing within 2 to 6 weeks as published content is indexed and cited by AI systems. We do not guarantee specific rankings, citation frequency, or outcomes, as these depend in part on factors outside our control, including how third-party AI systems index and retrieve information.

6. Prohibited Activities

You may not access or use the Services for any purpose other than that for which we make them available. Prohibited activities include, without limitation, attempting to circumvent security features, reverse engineering the Services, using the Services to violate any applicable law, and impersonating another person or entity.

7. Third-Party Links

The Services may contain links to other websites or resources, including the Clarum data marketplace and social media profiles, that are owned or operated by third parties. We are not responsible for the content or practices of any linked third-party sites.

8. AI-Based Services

Certain features of the Services, including company description generation, may use artificial intelligence platforms such as Anthropic, OpenAI, Perplexity, Google Cloud AI, DeepSeek, and Mistral AI. You may opt out of AI-assisted processing by logging into your account settings or by contacting us directly to request manual processing.

9. Sales Partners and Affiliates

Clarum Data LLC may work with independent, commission-based sales partners who refer clients to the Services. Sales partners are granted a restricted account solely to log their own referred sales and view their own commission activity. Sales partners have no access to other clients' data, other partners' data, or company-wide business information, and are bound by confidentiality obligations regarding any client or business information they encounter in the course of their work.

10. Limitation of Liability

To the fullest extent permitted by law, our total liability to you for any claim arising from your use of the Services shall not exceed the amount you paid to us in the twelve (12) months preceding the claim.

11. Disclaimer of Warranties

THE SERVICES ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS. TO THE FULLEST EXTENT PERMITTED BY LAW, WE DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS

FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. We do not warrant that the Services will be uninterrupted, error-free, or that any particular citation, ranking, or outcome in AI-generated responses will be achieved or maintained, as this depends in part on third-party systems outside our control.

12. Indemnification

You agree to indemnify, defend, and hold harmless Clarum Data LLC, its officers, and personnel from any claims, damages, liabilities, and expenses (including reasonable legal fees) arising out of or related to: (a) information or content you provide to us that is false, misleading, or infringes the rights of a third party; (b) your breach of these Terms; or (c) your violation of any applicable law. We agree to indemnify you against claims that our Services, as delivered and not as modified or misused by you, directly infringe a third party's intellectual property rights.

13. Intellectual Property

You retain all rights to your company name, trademarks, and factual information about your business that you provide to us. Content that we write, structure, and publish on your behalf as part of the Services (the specific text, phrasing, and formatting we create) is owned by Clarum Data LLC, but we grant you a perpetual, non-exclusive license to use, reproduce, and republish that content for your own business purposes. We do not claim ownership over your underlying business facts, brand, or reputation.

14. Force Majeure

We are not liable for any failure or delay in performance resulting from causes beyond our reasonable control, including but not limited to outages or policy changes at third-party platforms we rely on (such as Stripe, Lovable, or AI platforms), internet or infrastructure failures, natural disasters, or other events of force majeure.

15. Assignment

These Terms, and any rights and licenses granted hereunder, may not be transferred or assigned by you, but may be assigned by us without restriction, including in connection with a merger, acquisition, or sale of assets, subject to the notice provisions described in our Privacy Policy.

16. Severability

If any provision of these Terms is found to be unlawful, void, or unenforceable, that provision shall be deemed severable and shall not affect the validity and enforceability of the remaining provisions.

17. Dispute Resolution

In the event of a dispute, both parties agree to first attempt to resolve the matter through informal negotiations for a period of thirty (30) days. If the dispute is not resolved informally, it shall be settled by binding arbitration in the State of Delaware, United States, on an individual basis only. **You and Clarum Data LLC each agree that any arbitration or proceeding shall be limited to the dispute between us individually, and no dispute shall be joined with any other proceeding, consolidated in a class, collective, or representative action, or brought on behalf of the general public or any other persons.** We agree to bear arbitration fees deemed excessive under applicable arbitration rules.

18. Governing Law

These Terms are governed by the laws of the State of Delaware, United States, without regard to its conflict of law provisions. Any cause of action you may have arising out of or relating to the Services must be commenced within one (1) year after the cause of action accrues.

19. Changes to These Terms

We reserve the right to make changes to these Terms at any time. We will notify you of material changes by updating the "Last updated" date and, where appropriate, by direct notice.

20. Contact Us

For questions about these Terms, please contact us at hello@madnod.com.

Refund Policy

Last updated August 15, 2026

1. Overview

We want you to feel confident subscribing to Madnod, especially as an early partner. This Refund Policy explains when and how refunds are available across our subscription plans.

2. Plan-Specific Refund Terms

Refund eligibility depends on which plan you choose. Please review this carefully before subscribing:

- **Monthly plan** — fully flexible. Cancel anytime; no further charges occur after cancellation. The current billing period already paid is non-refundable, but you are never locked into future payments.
- **Annual plan (\$1,800/year)** — refundable only within the 14-day window described below. After that window, the full annual amount is non-refundable, reflecting the discounted rate offered in exchange for the annual commitment.
- **2-Year plan (\$2,400 one-time for 24 months)** — refundable only within the 14-day window described below. After that window, the full amount is non-refundable, reflecting the significant discount offered in exchange for the 2-year commitment.

If you are unsure about committing to an Annual or 2-Year plan, we recommend starting with the Monthly plan, which carries no long-term financial risk and can be upgraded at any time.

3. 14-Day Refund Window

For Annual and 2-Year plans only, if you are not satisfied with the Services, you may request a full refund within fourteen (14) calendar days of your initial purchase. This window begins on the date of your first payment. Monthly plan charges are not covered by this window, as no long-term commitment is involved — simply cancel to stop future charges.

4. How to Request a Refund

To request a refund, email hello@madnod.com with your account email and reason for the request. We aim to process eligible refunds within 5 business days to your original payment method via Stripe.

5. Exceptions

We reserve the right to decline refund requests in cases of suspected abuse of this policy, including repeated subscribe-refund cycles. Contact us if you believe your situation warrants an exception outside these terms — we evaluate genuinely unusual cases individually.

Cookie Policy

Last updated August 15, 2026

1. What Are Cookies

Cookies are small text files placed on your device when you visit a website. They help websites function properly and can provide information about how the site is used.

2. Cookies We Use

Madnod currently uses only strictly necessary cookies required for core site functionality, such as maintaining your session while browsing the site. We do not currently use advertising, retargeting, or third-party tracking cookies.

As our Services grow, we may introduce analytics cookies to help us understand site usage and improve the Services, in accordance with legitimate interests described in our Privacy Policy. If and when we do, this Cookie Policy will be updated accordingly and, where required by law, we will request your consent before non-essential cookies are set.

3. Managing Cookies

Most web browsers allow you to control cookies through their settings. Because strictly necessary cookies are required for the Services to function, disabling them may affect your ability to use the site.

4. Contact Us

Questions about this Cookie Policy can be directed to hello@madnod.com.

Acceptable Use Policy

Last updated August 15, 2026

1. Purpose

This Acceptable Use Policy sets out additional rules for using Madnod, alongside our Terms and Conditions, to keep the Services safe, lawful, and fair for everyone.

2. Content You Provide

When you share information about your company with us, including through our AI-assisted onboarding, you agree that:

- The information is accurate and you have the right to share it
- It does not infringe on any third party's intellectual property or rights
- It does not contain false, misleading, or defamatory claims about your business or others

3. Prohibited Uses

You agree not to use Madnod to:

- Publish or request content promoting illegal products, services, or activities
- Misrepresent your company's identity, credentials, or affiliations
- Attempt to manipulate AI systems through deceptive or spam-like tactics unrelated to genuine informational content
- Interfere with or disrupt the integrity or performance of the Services
- Attempt unauthorized access to any part of the Services, other accounts, or connected systems

4. Our Content Standards

All content we publish on your behalf is written to be factual, genuinely informative, and compliant with the content policies of the platforms where it is published. We do not engage in deceptive SEO practices, fabricated reviews, or misleading claims.

5. Enforcement

We reserve the right to suspend or terminate the Services for any account found in violation of this policy, with notice where reasonably possible.

6. Contact Us

Questions about this Acceptable Use Policy can be directed to hello@madnod.com.

Privacy Policy

Last updated August 15, 2026

1. Introduction

Clarum Data LLC ("we," "us," or "our"), operating Madnod, respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our Services, hosted from the United States.

2. Information We Collect

We collect the following personal information that you provide directly to us:

- Names
- Email addresses
- Job titles
- Contact preferences

We do not collect personal information from social media logins, mobile app permissions, or third-party data sources. We do not knowingly collect payment card numbers directly — these are processed securely by our payment provider, Stripe.

3. How We Use Your Information

We use personal information to:

- Deliver and facilitate delivery of the Services to you
- Respond to your inquiries
- Send administrative information

We also rely on legitimate interests to identify usage trends, protect our Services from fraud and abuse, and request feedback to improve the Services. We do not use your information for targeted advertising or automated profiling that produces legal or similarly significant effects.

4. AI-Based Processing

Our Services include AI document generation and AI search functionality. We may use one or more of the following AI platforms to support these features: Anthropic, OpenAI, Perplexity, Google Cloud AI, DeepSeek, and Mistral AI. You may opt out of AI-assisted processing by logging into your account settings or by contacting us using the information below.

5. Disclosure to Third Parties

We disclose personal information to the following categories of third parties:

- **Stripe** — invoicing and billing
- **Lovable** — website hosting
- **Anthropic** — AI content assistance

We have data processing agreements in place with our third-party service providers where required. We do not sell or share your personal information with third parties for their own independent marketing purposes. In the event of a merger, acquisition, or sale of assets, personal information may be transferred as part of that transaction, subject to applicable law.

6. Marketing Communications

We do not currently send marketing or promotional communications or SMS text messages.

7. Your Rights

Depending on your location, you may have rights under applicable data protection law, including the right to access, correct, delete, or receive a copy of your personal information (data portability), and the right to appeal a decision regarding your data. EU and UK users specifically have the right, under the General Data Protection Regulation, to receive their personal information in a structured, commonly used, machine-readable format.

To make this easy, logged-in users can download a copy of the personal information we hold about them directly from their account settings at any time, free of charge. You may also exercise any of these rights by contacting us at hello@madnod.com.

8. International Users

Our Services are hosted in the United States. If you access the Services from the European Union, United Kingdom, or elsewhere, your information will be transferred to, stored, and processed in the United States, where data protection laws may differ from those in your jurisdiction.

9. Data Retention and Security

We retain personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required by law. We implement reasonable technical and organizational measures to protect your information.

10. Published Content Upon Cancellation

Upon cancellation of your subscription, we will remove content we directly control on your behalf — including guides, pages, and listings published through infrastructure we operate — within a reasonable time.

We cannot guarantee removal of content once it has been indexed, cached, or referenced by third-party platforms and AI systems outside our control, including search engines, AI assistants, community platforms, or directories where content may have been shared or cited. This is a technical limitation of how the public internet and AI systems operate, not a limitation we can waive or override on your behalf.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of material changes and update the "Last updated" date above.

12. Contact Us

If you have questions or concerns about this Privacy Policy, or wish to exercise your data rights, please contact us at hello@madnod.com.