

Vexa — Terms of Use (EULA)

End User License Agreement · Last updated: April 9, 2026

Welcome to **Vexa**. These Terms of Use (the “Terms” or “EULA”) form a binding agreement between you (“you”, “User”) and Vexa (“Vexa”, “we”, “us”, “our”) and govern your access to and use of the Vexa mobile application for iOS, including any related services, content, features, and software updates (collectively, the “App” or “Service”). By downloading, installing, accessing, or using the App, you acknowledge that you have read, understood, and agree to be bound by these Terms. If you do not agree, do not use the App.

1. About Vexa

Vexa is a digital wellbeing application that helps you build healthier relationships with your devices. Using Apple’s Screen Time and Family Controls frameworks, the App lets you: (i) select apps and categories you wish to limit; (ii) define daily usage limits and scheduled blocking windows; (iii) start focused sessions to temporarily block distracting apps; (iv) review insights and reports about your usage patterns; and (v) optionally connect with friends for shared accountability. Vexa requires the user to grant Screen Time authorization in order to provide its core features.

2. License Grant

Subject to your compliance with these Terms, Vexa grants you a limited, personal, non-exclusive, non-transferable, non-sublicensable, and revocable license to download and use the App on any Apple-branded device that you own or control, in accordance with the Usage Rules set forth in the Apple Media Services Terms and Conditions. This license does not allow you to use the App on any device that you do not own or control, and you may not distribute or make the App available over a network where it could be used by multiple devices simultaneously.

3. Eligibility and Account

You must be at least 13 years old (or the minimum age required in your country) to use Vexa. By creating an account you represent that the information you provide is accurate and that you are legally able to enter into this agreement. You are responsible for safeguarding your credentials and for any activity that occurs under your account. Vexa uses Firebase Authentication and stores account-related data in Firestore as described in the Privacy Policy.

4. Auto-Renewable Subscriptions (Vexa Premium)

Vexa offers an optional auto-renewable subscription called **Vexa Premium** that unlocks advanced features such as additional rules, extended insights, and premium customization. The following terms apply to all Vexa Premium subscriptions:

- **Subscription title:** Vexa Premium.
- **Length of subscription:** 1 month (monthly auto-renewing). The current product identifier is `com.pixelapps.vexa.pro.monthly`.

- **Price of subscription:** The exact price is shown inside the App on the subscription screen prior to purchase, in your local currency as set by the App Store. Prices may vary by territory and are subject to change with notice.
- **Payment:** Payment will be charged to your Apple ID account at the confirmation of purchase.
- **Auto-renewal:** The subscription automatically renews unless auto-renew is turned off at least 24 hours before the end of the current period. Your account will be charged for renewal within 24 hours prior to the end of the current period at the price of the selected plan.
- **Managing your subscription:** You can manage your subscription and turn off auto-renewal at any time by going to your Account Settings on the App Store after purchase.
- **Free trials:** If a free trial period is offered, any unused portion of the free trial period will be forfeited when you purchase a subscription, where applicable.
- **Refunds:** Refunds are handled by Apple in accordance with the App Store refund policy. Vexa cannot directly issue refunds for purchases made through the App Store.

5. Cancellation

You may cancel your Vexa Premium subscription at any time through Settings › [your name] › Subscriptions on your iOS device. Cancellation takes effect at the end of the current billing period; you will continue to have access to premium features until that date. Deleting the App does not cancel your subscription.

6. Acceptable Use

You agree that you will not, and will not attempt to:

- copy, modify, translate, adapt, or create derivative works of the App;
- reverse engineer, decompile, disassemble, or otherwise attempt to derive the source code of the App, except to the extent such restriction is prohibited by applicable law;
- remove or alter any proprietary notices or labels in the App;
- use the App for any unlawful, harmful, fraudulent, infringing, or abusive purpose;
- interfere with or disrupt the integrity, performance, or security of the App or related services;
- use the App to harass other users or to circumvent the parental control or wellbeing intent for which it is designed.

7. Screen Time and Device Permissions

Vexa relies on Apple's Family Controls, Managed Settings, Device Activity, and related frameworks. By granting Screen Time authorization you allow the App to read activity events and apply limits or shields to the apps and categories you select. The selection of apps and websites is performed locally on your device through Apple's private picker; Vexa does not receive the identifiers of those apps. You may revoke these permissions at any time in iOS Settings, which will disable the related features of the App.

8. User Content and Social Features

Vexa includes optional social features that let you connect with friends and share progress. You are solely responsible for any content you submit and for any interactions with other users. You agree not to submit content that is unlawful, offensive, or that infringes the rights of others. We may remove content or suspend accounts that violate these Terms.

9. Intellectual Property

The App, including all software, designs, graphics, text, trademarks, logos, and other materials, is owned by Vexa or its licensors and is protected by copyright, trademark, and other intellectual property laws. No rights are granted to you other than the limited license expressly set forth in these Terms.

10. Privacy

Your privacy is important to us. Our Privacy Policy describes how we collect, use, and protect your information, including data processed by Firebase Authentication, Firestore, and our backend hosted on Google Cloud Run. By using the App you agree to the data practices described in the Privacy Policy, which is incorporated by reference into these Terms.

11. Disclaimers

The App is provided on an “AS IS” and “AS AVAILABLE” basis, without warranties of any kind, either express or implied, including but not limited to merchantability, fitness for a particular purpose, and non-infringement. Vexa does not warrant that the App will be uninterrupted, secure, or error-free. **Vexa is not a medical device and does not provide medical, psychological, or therapeutic advice.** If you are experiencing problems with technology use that affect your wellbeing, please consult a qualified professional.

12. Limitation of Liability

To the maximum extent permitted by applicable law, in no event shall Vexa, its affiliates, directors, employees, or licensors be liable for any indirect, incidental, special, consequential, exemplary, or punitive damages, or any loss of profits, revenue, data, or goodwill, arising out of or in connection with your use of, or inability to use, the App, even if Vexa has been advised of the possibility of such damages.

13. Termination

These Terms remain in effect until terminated. We may suspend or terminate your access to the App at any time, with or without notice, if you violate these Terms. You may terminate this agreement at any time by ceasing to use the App and deleting it from your devices. Sections that by their nature should survive termination (including intellectual property, disclaimers, and limitation of liability) will survive.

14. Apple-Required Terms

You acknowledge that these Terms are concluded between you and Vexa only, and not with Apple Inc. (“Apple”), and that Vexa, not Apple, is solely responsible for the App and its content. Apple has no obligation to provide maintenance or support for the App. In the event of any failure of the App to conform to any applicable warranty, you may notify Apple, and Apple will refund the purchase price (if

any) of the App; to the maximum extent permitted by applicable law, Apple will have no other warranty obligation whatsoever with respect to the App. Apple is not responsible for addressing any claims by you or any third party relating to the App. You must comply with applicable third-party terms when using the App. Apple and Apple's subsidiaries are third-party beneficiaries of these Terms and, upon your acceptance, will have the right to enforce these Terms against you as a third-party beneficiary.

15. Changes to These Terms

We may update these Terms from time to time to reflect changes in our practices or for legal, operational, or regulatory reasons. We will notify you of material changes through the App or by other reasonable means. Your continued use of the App after such changes constitutes your acceptance of the revised Terms.

16. Governing Law

These Terms are governed by and construed in accordance with the laws of the Federative Republic of Brazil, without regard to its conflict of law provisions. Any disputes arising from or related to these Terms or the App shall be submitted to the competent courts of Brazil, except where mandatory consumer protection law provides otherwise.

17. Contact

If you have any questions about these Terms or the App, please contact us at paivadeveloper@gmail.com.