Terms and Conditions

SignageNow.io - Digital Signage Software

Version: October 2026

Please note: this offer is directed exclusively at businesses, legal entities under public law and special funds under public law.

These Terms are a translation provided for convenience. The legally binding version is the German one, available at https://app.signagenow.io/agb. In the event of any discrepancy, the German version prevails.

Provider:
SignageNow.io - a company of fleiter media GmbH
Dieselstrasse 23
59329 Wadersloh
Germany

Email: support@signagenow.tv

Section 1 Scope and intended customers

(1) These Terms and Conditions (the "Terms") apply to all contracts between fleiter media GmbH (the "Provider") and the customer (the "User") concerning the use of the web-based digital signage software "SignageNow.io" (the "Software" or the "Service").

(2) **The Provider's offer is directed exclusively at:**

- **Businesses** within the meaning of section 14 of the German Civil Code (BGB);
- **Legal entities under public law** (e.g. public authorities, municipalities, universities);
- **Special funds under public law**;

- **Organisations and institutions** (e.g. NGOs, associations), provided they use the Service in the course of their statutory, commercial or self-employed activity.

(3) **Contracts with consumers** within the meaning of section 13 BGB (private individuals using the Service for private purposes) are expressly **excluded**. By registering, the User confirms that they are not using the Service as a private individual.

(4) Deviating or supplementary terms of the User only become part of the contract if the Provider has expressly agreed to them in writing.

Section 2 Subject matter and description of services

(1) The Provider makes the Software available to the User as software-as-a-service (SaaS). Access is provided through a web browser at https://app.signagenow.io.

(2) The functionality of the Software includes in particular:

- **Playlist management:** creating, editing and managing playlists containing various media items.
- **Media items:** uploading and managing images, videos, HTML pages and YouTube videos.
- **Screen Apps:** use of ready-made templates (e.g. news, tickers, welcome screens).
- **Media Library:** central media management for uploaded files.
- **Player URL and QR code:** provision of a URL for playback on end devices, including automatic QR code generation.
- **PDF player:** display of multi-page PDF documents as a media item. This feature is available on paid plans only.
- **Web embed:** embedding a playlist into the User's own websites via an embed link provided for that purpose.

- **TV apps:** playback via the "SignageNow TV Player" application for Google TV and Fire TV, as an alternative to the web browser.

- **Reports (playback statistics):** analysis of playbacks per playlist and media item based on daily totals. No personal data of people viewing the screens is collected. The scope depends on the selected plan.

(3) The specific scope of functionality depends on the selected plan in accordance with Section 4.

Section 3 Conclusion of contract and registration

(1) Registration takes place online. By registering, the User submits a binding offer to conclude a usage agreement.

(2) After submitting the registration, the User receives an email containing a confirmation link at the address provided. Until confirmation, the account is blocked and signing in is not possible.

(3) The contract is concluded once the User has confirmed their email address via the confirmation link and the Provider has activated access.

(4) The confirmation link is valid for 24 hours. After it expires, a new link can be requested at https://app.signagenow.io/register/resend; any link sent previously thereby becomes invalid.

(5) The User is obliged to provide truthful information (in particular the correct company or organisation name).

Section 4 Plans and scope of services

(1) The Software is offered in several plan tiers. The current specifications (storage space, number of media items, etc.) for the **Free, Basic, Premium, Extended, Max 50** and **Max 100** plans can be viewed at https://app.signagenow.io/plan.

(2) The Provider reserves the right to extend the scope of functionality. No reduction takes place during an ongoing billing period.

Section 5 Billing periods and payment terms

(1) Paid plans are billed monthly or yearly in advance.

(2) The Provider uses the payment service provider **Stripe Payments Europe, Ltd.**, Dublin, Ireland, to process payments. The User agrees to payment processing by Stripe and to its terms (https://stripe.com/privacy).

(3) Invoices are delivered electronically. In the event of late payment, access may be temporarily suspended.

(4) If the User requests a manually issued invoice handled through the Provider's agency (bypassing direct online payment via SignageNow and Stripe), the 5% discount normally granted on yearly plans does not apply. In that case the regular, undiscounted plan price is payable.

(5) **Value added tax.** All prices stated are net prices plus the applicable statutory value added tax. The following applies:

- For Users based in **Germany**, German VAT is charged at the applicable statutory rate (currently 19%). This also applies where a valid VAT identification number is on file.

- For businesses based in **another member state of the European Union** that have provided a valid VAT identification number, billing takes place without German VAT under the reverse charge procedure. Liability for the tax passes to the recipient of the service (section 13b of the German VAT Act, UStG).

- For Users based **outside the European Union**, no German VAT is charged.

(6) The tax treatment is determined by the country and VAT identification number the User has stored in their account. The User is obliged to keep this information accurate and up to date. The VAT identification number is verified automatically; it must already have been confirmed at the time the

invoice is issued for the reverse charge procedure to be applied. If a VAT identification number is added later, an invoice already issued cannot be amended retroactively.

(7) **Price adjustments.**

a) The Provider is entitled to adjust the fees for paid plans reasonably with effect from the start of a new billing period in order to reflect changes in its costs, in particular for hosting, storage and data transfer, third-party licences and services, payment processing and personnel. Prices are not changed during a billing period that has already been paid for.

b) The Provider will notify the User of a price increase in text form at least six weeks before it takes effect, usually by email to the address stored in the account. The notice states the new price and the date from which it applies.

c) If the User does not agree to the price increase, the User may, notwithstanding Section 7 (2), terminate the contract with effect from the date the increase takes effect, provided the termination is given before that date. If the User does not terminate, the new price applies from that date. The Provider will expressly point out this right of termination and the consequences of not exercising it in the notice.

d) Fixed prices individually agreed in writing remain unaffected by this paragraph.

Section 6 Changing plans (upgrade / downgrade)

(1) **Upgrades** are possible at any time and take effect immediately (with pro rata settlement).

(2) **Downgrades** take effect at the end of the current billing period.

(3) **Important note:** on a downgrade, content exceeding the new limit (playlists, media items, files) is deleted automatically (oldest first).

Section 7 Term and termination

(1) **Free plan:** can be terminated at any time without notice.

(2) **Paid plans:** renew automatically unless terminated no later than 14 days before the end of the billing period.

(3) Termination can be carried out via the billing portal or by email to support@signagenow.tv.

(4) The Provider may terminate contracts for paid plans with six weeks' notice to the end of the respective billing period, and contracts for the Free plan with 14 days' notice. Notice is given in text form.

(5) The right of either party to terminate for good cause remains unaffected.

Section 8 Exclusion of the right of withdrawal

(1) As the offer is **not directed at consumers** but exclusively at the groups named in Section 1(2), there is **no statutory right of withdrawal**.

Section 9 Obligations of the User

(1) The User bears full responsibility for the content they upload and for its legal admissibility (copyright, protection of minors, etc.).

(2) Passing access credentials on to unauthorised third parties is prohibited.

Section 10 File sizes and limits

(1) The maximum file size per upload depends on the selected plan:

- **Free:** images max. 5 MB, videos max. 20 MB

- **Basic and Premium:** images max. 20 MB, videos max. 100 MB
- **Extended, Max 50, Max 100 and White Label:** images max. 30 MB, videos max. 100 MB
- **PDF documents** (paid plans only): max. 50 MB
- **Logos:** max. 512 KB

(2) Supported formats: images JPEG, PNG, GIF, WebP and SVG; videos MP4, WebM and OGG; documents PDF.

(3) Uploaded images are automatically scaled down to no more than 3840 × 2160 pixels (2160 × 3840 pixels for portrait images) and stored in WebP format. SVG files, animated GIFs and logos are excluded. The original file is not retained; the User is responsible for keeping their own copies of original files.

Section 11 Availability

(1) The Provider endeavours to ensure high availability but does not guarantee uninterrupted accessibility.

Section 12 Liability

(1) The Provider is liable without limitation for intent, gross negligence and for injury to life, body or health.

(2) In cases of slight negligence, the Provider is liable only for breaches of material contractual obligations, limited to the foreseeable damage typical of this type of contract.

Section 13 Data protection

(1) The privacy policy at https://app.signagenow.io/privacy applies. Storage takes place on EU servers (Cloudflare R2).

Section 14 Account deletion

(1) Deleting the account results in the irreversible deletion of all data. Subscriptions must be terminated beforehand.

Section 15 Changes to these Terms

(1) Changes are announced 30 days in advance. Absent an objection, they are deemed accepted.

Section 16 Final provisions

(1) German law applies, excluding the UN Convention on Contracts for the International Sale of Goods.

(2) The **place of jurisdiction** for all disputes is the Provider's registered office (Wadersloh/Beckum).

Section 17 Contact

fleiter media GmbH
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These Terms were last updated in October 2026.