

AUTHENTIC JOURNEY

17635966 Canada Inc.

TERMS OF SERVICE

Authentic Journey AI Receptionist Platform

Effective: February 9, 2026 | Version 3.4 | Revised: March 2026 | SMS Programme Added

1. Acceptance of Terms

By accessing or using the Authentic Journey website (<https://authentic-journey.com>) or services, you agree to be bound by these Terms of Service ("Terms"). If you do not agree, do not use our website or services. Authentic Journey is operated by 17635966 Canada Inc., a corporation incorporated under the laws of Ontario, Canada ("we," "us," or "our").

2. Description of Services

Authentic Journey provides AI-powered receptionist and call management services ("Services") to small and medium-sized businesses. Our Services are administrative tools only and do not constitute professional advice of any kind. Services include: voice AI agents that answer inbound phone calls 24/7; lead qualification and appointment scheduling; call recording and transcription; integration with client websites and knowledge bases; call routing and forwarding capabilities; and SMS communications as described in Section 6 of these Terms.

3. Eligibility

You must be at least 18 years of age, a business entity or individual authorised to enter into binding contracts, and not prohibited from receiving our Services under applicable laws. By using our Services, you represent and warrant that you meet these requirements. Our SMS programme is available to individuals aged 18 and over only.

4. Account Registration

4.1 Account Creation

To use our Services you must provide accurate, current, and complete information: business name and legal entity, contact information, business address, and payment information.

4.2 Account Security

You are responsible for maintaining the confidentiality of your account credentials, all activities that occur under your account, and notifying us immediately of any unauthorised use.

4.3 Account Termination

We reserve the right to suspend or terminate your account if you violate these Terms, provide false or misleading information, use our Services for illegal or harmful purposes, or fail to pay fees when due.

5. Fees and Payment

5.1 Pricing

Current pricing is as follows:

Tier	Setup Fee	Monthly Fee	What You Get
Solo Agent	\$99 (non-refundable)	\$149/month	1 business line. 24/7 AI call answering and message taking. Up to 300 minutes/month.
Professional	\$149 (non-refundable)	\$349/month	1 business line. Everything in Solo, plus full lead qualification, appointment booking, and CRM integration. Our most popular plan.
Team	\$349 (non-refundable)	\$749/month	Up to 3 business lines. Everything in Professional — full lead qualification, appointment booking, CRM integration, and end-to-end automation — across your entire team.
Enterprise	Custom	Custom	4+ lines or high-volume deployments. Custom-built solution with dedicated onboarding. Contact us for a quote.

* Usage charges (AI minutes, SMS, phone number rental) are billed separately based on actual use. See Section 5.6.

5.2 Payment Terms

Fees billed monthly in advance; payment due upon receipt of invoice. All fees are in Canadian Dollars (CAD); applicable GST/HST will be added.

5.3 Late Payment

Late payments may result in service suspension after 5 days written notice. We reserve the right to charge interest at 2% per month on overdue amounts.

5.4 Refund Policy

- (a) Setup fees are NON-REFUNDABLE upon payment, regardless of tier or activation status.
- (b) A 14-day money-back guarantee applies to monthly fees only for new clients on the Solo and Professional tiers.
- (c) The guarantee period begins on the date the service goes live. Refund requests must be submitted in writing to allistair@authentic-journey.com within 14 days of go-live.
- (d) No refunds are issued for partial months after the 14-day guarantee period expires.
- (e) The Team tier and Enterprise tier are not subject to any money-back guarantee.

5.5 Price Changes

We may change pricing with 30 days advance notice. Price increases do not apply to existing subscriptions for 90 days after notice.

5.6 Enterprise and Custom Deployments

Published pricing applies to standard SME deployments. Clients requiring four (4) or more agent lines, call volumes exceeding 5,000 minutes per month, workforce automation replacing existing staff, or any deployment where the economic value delivered materially exceeds standard tier parameters, require a custom Enterprise Agreement. Contact allistair@authentic-journey.com to discuss Enterprise pricing.

6. SMS Messaging Programme

INSURANCE CLIENTS: If you are a licensed insurance professional using our Services to handle calls from members of the public, you must also execute the Insurance Industry Client Addendum before going live. Contact allistair@authentic-journey.com to obtain this document.

6.1 SMS Programme Overview

Authentic Journey operates an SMS messaging programme to send service-related notifications and, where separately consented to, marketing communications. By opting in to our SMS programme, you agree to receive text messages from Authentic Journey (17635966 Canada Inc.) at the mobile number you provided.

6.2 How to Opt In

You may opt in to our SMS programme through the following methods:

- Verbal opt-in during a recorded phone call — you will be informed of the SMS programme and verbally confirm your consent before any SMS is sent
- Web form — you may complete our SMS consent form at <https://authentic-journey.com/compliant-optin-form>

Consent is voluntary. You are not required to opt in to SMS to receive our core services.

6.3 Types of Messages

We send the following types of SMS messages:

- Service Messages (transactional): appointment confirmations, missed call alerts, callback reminders, and service-related updates
- Marketing Messages (promotional): occasional messages about our services, promotions, or updates — sent only where you have provided separate express written consent

6.4 Message Frequency

Message frequency varies. Service messages are sent as triggered by relevant events (e.g., a missed call). Marketing messages are sent no more than 4 times per month. We will inform you of expected frequency at the time of opt-in.

6.5 Message and Data Rates

Message and data rates may apply. These rates are set by your mobile carrier and are not charged by Authentic Journey. Please contact your carrier for details about your plan.

6.6 How to Opt Out

You may opt out of SMS messages at any time by replying STOP to any message. Upon opt-out:

- You will receive one final confirmation message
- You will be removed from our SMS list immediately
- No further SMS messages will be sent unless you re-consent

You may also opt out by contacting us at allistair@authentic-journey.com or 1-888-218-5642.

6.7 How to Get Help

Reply HELP to any message for assistance, or contact us at: Email: support@authentic-journey.com | Phone: 1-888-218-5642 | Website: <https://authentic-journey.com>

6.8 No Sharing of SMS Information

Your mobile phone number and SMS opt-in information will not be sold, rented, or shared with third parties for their marketing or promotional purposes under any circumstances. SMS consent data is used solely to operate our SMS programme.

6.9 Carrier Disclaimer

Authentic Journey and participating wireless carriers are not liable for delayed or undelivered messages. Message delivery is subject to carrier availability and network conditions. Supported carriers include all major Canadian and North American wireless carriers, though carrier support is not guaranteed for all carriers.

6.10 Age Restriction

Our SMS programme is available to individuals aged 18 and over only. By opting in, you confirm that you are at least 18 years of age.

6.11 Privacy

SMS opt-in information and mobile phone numbers are handled in accordance with our Privacy Policy, available at <https://authentic-journey.com/privacy-policy>. The Privacy Policy contains detailed information about our SMS data practices, including retention, security, and your rights.

7. Use of Services

7.1 Permitted Use

You may use our Services only for lawful business purposes: answering customer inquiries, qualifying sales leads, scheduling appointments, and providing general business information.

7.2 Prohibited Use

You may NOT use our Services for: illegal activities; harmful content — harassment, hate speech, threats, or abusive communications; spam or unsolicited marketing — mass cold calling or CASL violations; sensitive industries without proper disclosure; hiring or candidate screening

activities without first complying with the Ontario Working for Workers Four Act, 2024 AI disclosure requirements; competitive intelligence; or security violations.

7.3 Compliance with Laws

You agree to comply with all applicable laws and regulations including: PIPEDA, CASL, CRTC regulations, and industry-specific regulations (FSRA/RIBO for insurance, PHIPA for healthcare, Law Society rules for legal services, OSFI guidelines for financial services).

8. Intellectual Property

8.1 Our Intellectual Property

All content, technology, software, algorithms, and materials provided through our Services are owned by Authentic Journey and protected by Canadian and international intellectual property laws. You are granted a limited, non-exclusive, non-transferable licence to use our Services during your subscription period.

8.2 Your Content

You retain ownership of all content you provide (business information, scripts, knowledge bases). By using our Services, you grant us a licence to use your content solely to provide the Services.

8.3 Call Recordings and AI Training

Call recordings generated through our Services are owned by you. We may use anonymised, aggregated call data for service improvement and AI model training. Clients may opt out of AI training use of anonymised data by emailing support@authentic-journey.com.

9. Privacy and Data Protection

Our collection, use, and disclosure of personal information is governed by our Privacy Policy (<https://authentic-journey.com/privacy-policy>) and Data Processing Addendum (DPA), both incorporated into these Terms by reference. Key commitments: we comply with PIPEDA and applicable privacy laws; we use encryption to protect sensitive data; we do not sell your data to third parties; and you can request access, correction, or deletion of your data at any time.

10. AI-Specific Disclaimers

10.1 AI Accuracy Disclaimer

Our AI agents use machine learning technology. AI-generated outputs are not guaranteed to be accurate, complete, or current. The AI may occasionally produce inaccurate, incomplete, or contextually inappropriate responses. You acknowledge and accept these inherent limitations.

10.2 Not Professional Advice

Our AI receptionist services are for administrative and scheduling purposes only. The AI is NOT a licensed professional and does NOT provide legal, medical, insurance, financial, or other professional advice. You remain solely responsible for all professional advice and decisions made to your customers.

10.3 Mandatory AI Identity and Recording Disclosure

All calls handled by our AI agents include a mandatory disclosure at the start of the call confirming that the call is being recorded and that the caller is speaking with an AI receptionist. This disclosure is required by Canadian law and cannot be disabled by clients.

11. Limitation of Liability

11.1 Disclaimer of Warranties

TO THE MAXIMUM EXTENT PERMITTED BY LAW, our Services are provided "AS IS" and "AS AVAILABLE" without warranties of any kind, express or implied.

11.2 Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, Authentic Journey's total liability for all claims arising from or related to the Services shall not exceed the amount you paid to us in the 12 months preceding the claim.

11.3 Exceptions to Limitations

The limitations in Section 11.2 do NOT APPLY to: data breaches caused by our gross negligence or wilful misconduct; confidentiality violations by our employees or agents; fraud or intentional misrepresentation by Authentic Journey; or our failure to deliver the mandatory AI identity disclosure required by Section 10.3.

12. Indemnification

You agree to indemnify, defend, and hold harmless Authentic Journey, its officers, directors, employees, and agents from any claims, damages, losses, liabilities, costs, or expenses (including reasonable legal fees) arising from: your use or misuse of the Services; your violation of these Terms; your violation of any applicable laws or regulations; your violation of third-party rights; content you provide to us; or regulatory violations resulting from your own business practices or non-compliant configuration of the Services.

13. Service Level and Availability

13.1 Uptime Commitment

We commit to 99% monthly uptime as defined in the Service Level Agreement (SLA) at <https://authentic-journey.com/sla>.

13.2 Scheduled Maintenance

We may perform scheduled maintenance with at least 48 hours advance notice.

13.3 Force Majeure

We are not liable for service interruptions caused by events beyond our reasonable control.

13.4 Service Credits

If monthly uptime falls below 99%, you may be entitled to service credits as set out in the SLA.

14. Termination

14.1 Termination by You

You may cancel your subscription at any time with 30 days written notice. You remain responsible for fees through the end of your current billing period.

14.2 Termination by Us

We may terminate or suspend your access for: material breach (5 business days notice and opportunity to cure); non-payment (5 days written notice); illegal or harmful use (immediate); or providing materially false information (immediate).

14.3 Effect of Termination

Upon termination: your access to Services ceases immediately; we will delete your data within 30 days unless legally required to retain it; you remain liable for all fees incurred before termination.

15. Modifications to Terms

We reserve the right to modify these Terms at any time. We will notify you of material changes by email and notice on our website, with at least 30 days advance notice. Your continued use of the Services after changes take effect constitutes acceptance.

16. Dispute Resolution

16.1 Governing Law

These Terms are governed by the laws of the Province of Ontario, Canada.

16.2 Jurisdiction

Any legal action or proceeding shall be brought exclusively in the courts of Ontario, Canada.

16.3 Informal Resolution

Before filing any legal claim, you agree to attempt informal resolution by contacting allistair@authentic-journey.com. We will attempt to resolve disputes within 30 days of receiving written notice.

16.4 Class Action Waiver

For business clients, you agree to resolve disputes on an individual basis and waive any right to participate in a class action lawsuit.

17. General Provisions

17.1 Entire Agreement

These Terms, together with our Privacy Policy, Data Processing Addendum, Service Level Agreement, and any applicable industry addenda, constitute the entire agreement between you and Authentic Journey.

17.2 Severability

If any provision is found invalid or unenforceable, it will be modified to the minimum extent necessary.

17.3 Waiver

Our failure to enforce any right does not constitute a waiver.

17.4 Assignment

You may not assign or transfer these Terms without our prior written consent.

18. Contact Information

17635966 Canada Inc. (Operating as: Authentic Journey)

Address: 15-75 Bayly St W, #1029, Ajax, ON L1S 7K7, Canada

Phone: 1-888-218-5642

Email: allistair@authentic-journey.com

Support Email: support@authentic-journey.com

Website: <https://authentic-journey.com>

Privacy Policy: <https://authentic-journey.com/privacy-policy>

SMS Opt-In Form: <https://authentic-journey.com/compliant-optin-form>

Last Updated: March 2026 | Version 3.4

Authentic Journey | 17635966 Canada Inc. | allistair@authentic-journey.com | 1-888-218-5642

Terms of Service v3.4 — March 2026 | Authentic Journey | CONFIDENTIAL