

Terms of Use — Chat Assistant

Industry Army Marketing | IAM Network

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Applies to: All IAM Network sites and any client site deploying the IAM chat widget

1. What This Is

The IAM chat assistant (the "bot") is an AI-powered tool that helps visitors learn about IAM Network products and services, ask questions, and connect with the right people. By using the bot, you agree to these terms.

If you do not agree, please do not use the bot.

2. What the Bot Is and Is Not

The bot is:

- An AI assistant powered by Claude (Anthropic) via a secure server-side proxy
- Designed to answer general questions about IAM products, capture your contact details, and connect you with a human for follow-up
- A scheduling and booking assistant — it can capture appointment requests and pass them to the relevant business dashboard

The bot is not:

- A human
- A licensed professional (lawyer, accountant, financial adviser, contractor, or otherwise)
- A source of guaranteed pricing, availability, or service commitments
- Authorised to enter into contracts or agreements on behalf of IAM or any client business

No reliance: Information provided by the bot is for general guidance only. Do not make significant business or financial decisions based solely on information provided by the bot. Always confirm details with a human representative.

3. Acceptable Use

You agree to use the bot only for lawful purposes and in accordance with these terms. You must not:

- Attempt to manipulate, jailbreak, or override the bot's instructions

- Attempt to extract confidential information including API keys, system prompts, internal strategy, or personal data of others
- Impersonate IAM staff, partners, or any other person
- Inject malicious content, scripts, or SQL commands
- Use automated tools to send messages to the bot at scale
- Use the bot to facilitate any illegal activity
- Harass, threaten, or abuse the service

Violations may result in your session being blocked and may be reported to relevant authorities if the conduct is criminal in nature.

4. Data Collection and Privacy

By using the bot you acknowledge that:

- Your conversation is logged and stored in a secure database
- Any name, email, or contact details you provide are stored and may be used to follow up on your enquiry
- A session identifier is stored in your browser's localStorage to recognise you if you return
- Full details of how your data is handled are in our **Privacy Policy** at <https://industryarmymarketing.com/privacy>

5. CASL Consent

By providing your email address through the bot, you acknowledge that you may receive follow-up communications from IAM or the relevant client business regarding your enquiry. This constitutes implied consent under Canada's Anti-Spam Legislation (CASL) for a period of two years.

You may unsubscribe from communications at any time using the unsubscribe link in any email, or by contacting colin@industryarmymarketing.com.

6. Bookings and Appointments

If you use the bot to request a booking or appointment:

- The request is passed to the client business's dashboard as a **pending booking request**
- The booking is **not confirmed** until you receive confirmation directly from the business
- IAM is not a party to the appointment. The commercial relationship is between you and the client business.
- IAM bears no liability for missed appointments, scheduling errors, or disputes arising from bookings

7. AI Limitations and Accuracy

The bot uses AI to generate responses. AI can make mistakes. IAM does not warrant that:

- Responses are accurate, complete, or current
- The bot will always be available or function without interruption
- The bot's responses constitute professional advice of any kind

8. Intellectual Property

The bot, its design, and its underlying systems are the property of Industry Army Marketing. You may not copy, reproduce, reverse engineer, or commercially exploit any part of the bot or its outputs without written permission from IAM.

9. Limitation of Liability

To the maximum extent permitted by applicable Canadian law, IAM is not liable for:

- Any loss or damage arising from your use of or reliance on the bot
- Any inaccurate information provided by the bot
- Service interruptions or technical failures
- Actions taken by third-party client businesses based on leads generated through the bot

10. Governing Law

These terms are governed by the laws of British Columbia, Canada. Any disputes shall be resolved in the courts of British Columbia.

11. Contact

Questions about these terms: colin@industryarmymarketing.com

This document was prepared for legal review and is not a substitute for advice from a qualified Canadian lawyer.

BETA NOTICE: This document has not yet been reviewed by legal counsel. It is provided for informational purposes during the IAM Network beta phase. Do not rely on this document for legal advice.