



Terms & Conditions

NAM Voice Intelligence · nam.net.sa · Kingdom of Saudi Arabia

These Terms & Conditions (“Terms”) govern your access to and use of the NAM website, demos, and — together with any signed order form or master services agreement (“MSA”) — the NAM voice intelligence platform and related services (collectively, the “Services”). By accessing the website or using the Services, you agree to these Terms. If you use the Services on behalf of an organisation, you represent that you are authorised to bind that organisation, and “you” refers to it.

Enterprise agreements. If your organisation has signed an MSA or order form with NAM, that agreement prevails over these Terms to the extent of any conflict.

1. The Services

NAM provides an AI voice intelligence platform that enables enterprises to deploy conversational voice agents, including speech recognition, natural language understanding, and voice synthesis in Arabic and other languages. Certain features described on our website may be in development or offered as previews; we may modify, suspend, or discontinue preview features at any time.

2. Accounts and Access

- You must provide accurate, current information when requesting access or creating an account, and keep it up to date.
- You are responsible for safeguarding credentials and for all activity under your account. Notify us promptly at ClientOutreach@nam.net.sa of any suspected unauthorised use.
- We may suspend access where necessary to protect the Services, other customers, or to comply with law, and will give notice where reasonably practicable.

3. Acceptable Use

You agree not to, and not to permit any end user to:

- use the Services in violation of applicable law, including the laws of the Kingdom of Saudi Arabia, telecommunications regulations, and data protection law;
- deploy voice agents that conceal their automated nature where disclosure is required, or use the Services to impersonate any person without lawful authority;
- use the Services for fraud, harassment, unsolicited mass calling (spam), or the generation of deceptive or defamatory content;
- attempt to extract, reverse engineer, or replicate the underlying models, or use output from the Services to train a competing service;
- probe, scan, or test the vulnerability of the Services except under an authorised security assessment agreed with us in writing;
- submit data you do not have the right to provide, including third-party personal data collected without a lawful basis.

Use of AI features is additionally governed by the NAM AI Use & Ethics Policy, which forms part of these Terms.

4. Customer Data

- **Ownership.** You retain all rights in the data, audio, and content you submit to the Services (“Customer Data”). We process Customer Data only to provide and secure the Services, as instructed by you, and as described in our Privacy Policy and any data processing agreement.
- **Responsibility.** You are responsible for the lawfulness of Customer Data, including obtaining any notices and consents required to record or process end-user calls in your jurisdiction and industry.
- **Model training.** We do not use Customer Data to train shared or general-purpose AI models without your express written agreement.

5. AI Output

The Services generate output using artificial intelligence. AI output is probabilistic and may occasionally be inaccurate, incomplete, or inappropriate for your use case despite our safeguards. You are responsible for reviewing AI output before relying on it for consequential decisions, and for maintaining human oversight appropriate to your deployment. The Services are not designed to provide, and must not be relied upon as, medical, legal, or financial advice, or to make automated decisions with legal or similarly significant effects on individuals without human review.

6. Intellectual Property

NAM and its licensors own all rights in the Services, including software, models, interfaces, documentation, and branding. We grant you a limited, non-exclusive, non-transferable right to use the Services during your subscription for your internal business purposes. Feedback you provide may be used by us to improve the Services without obligation. No rights are granted except as expressly stated.

7. Fees

Fees, billing cycles, and payment terms are set out in the applicable order form or pricing page. Unless stated otherwise, fees are exclusive of VAT and other applicable taxes, which you are responsible for. The Services may be suspended for non-payment following reasonable notice.

8. Confidentiality

Each party will protect the other's non-public information with at least the same care it uses for its own confidential information, and no less than reasonable care, and will use it only to perform under these Terms. This obligation survives termination for five (5) years, and indefinitely for trade secrets.

9. Availability and Support

We aim to provide the Services with high availability and will apply commercially reasonable efforts to meet any service levels set out in an applicable order form or SLA. Planned maintenance will be notified in advance where practicable. The website and preview features are provided “as is” without service-level commitments.

10. Disclaimers

Except as expressly stated in these Terms or an MSA, the Services are provided without warranties of any kind, whether express or implied, including fitness for a particular purpose and non-infringement. We do not warrant that the Services will be uninterrupted or error-free, or that AI output will be accurate in every instance.

11. Limitation of Liability

To the maximum extent permitted by law: (a) neither party is liable for indirect, incidental, consequential, or punitive damages, or loss of profits, revenue, or data; and (b) each party's aggregate liability arising out

of or relating to the Services is limited to the amounts paid or payable by you to NAM in the twelve (12) months preceding the event giving rise to the claim. Nothing in these Terms limits liability for wilful misconduct, fraud, or any liability that cannot be limited under applicable law.

12. Indemnity

You will defend and indemnify NAM against third-party claims arising from Customer Data or your use of the Services in violation of Section 3 (Acceptable Use). NAM will defend and indemnify you against third-party claims that the Services, as provided by NAM and used in accordance with these Terms, infringe that third party's intellectual property rights, provided you promptly notify us and allow us to control the defence.

13. Term and Termination

These Terms apply while you use the Services. Either party may terminate for material breach not cured within thirty (30) days of written notice. Upon termination, your access ends and, on request made within thirty (30) days, we will return or delete Customer Data in accordance with our Privacy Policy and applicable law. Sections that by their nature should survive (including confidentiality, liability, and governing law) survive termination.

14. Governing Law and Disputes

These Terms are governed by the laws and regulations of the Kingdom of Saudi Arabia. The parties will first attempt in good faith to resolve any dispute amicably. Failing resolution within sixty (60) days, disputes shall be referred to the competent courts or judicial committees of the Kingdom of Saudi Arabia, unless an MSA specifies arbitration.

15. Changes to These Terms

We may update these Terms from time to time. The effective date above reflects the latest revision. Material changes will be notified on our website or by email, and continued use of the Services after the effective date constitutes acceptance.

16. Contact

NAM AI — Kingdom of Saudi Arabia

Email: ClientOutreach@nam.net.sa · Web: nam.net.sa

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This document is provided for transparency and does not constitute legal advice to any third party. It is available in English and Arabic; in the event of any discrepancy between the two versions, the Arabic version prevails.