

Howwe Terms of Service

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1. About these terms

1.1 Who we are. Howwe is provided by Howwe Technologies AB (publ), a company registered in Sweden with organisation number 556655-7509 and its registered office at Grev Turegatan 30, 114 38 Stockholm, Sweden ("Howwe", "we", "us").

1.2 What they cover. These Terms of Service ("Terms") govern access to and use of the Howwe web application, the Howwe APIs, the Howwe MCP server and any connector, app, plugin or agent that gives access to Howwe from a third-party product (together, the "Service").

1.3 Signed agreements take precedence. Most organisations use Howwe under a written agreement or order form with us (a "Customer Agreement"). If a Customer Agreement conflicts with these Terms, the Customer Agreement applies. Any data processing agreement between Howwe and the customer applies to personal data processed in the Service. Where there is no such agreement, our standard [Data Processing Agreement](#) applies.

1.4 Who agrees. "Customer" means the organisation that subscribes to Howwe. "User" means a person the Customer has given access, such as an employee or consultant. Each User agrees to these Terms by accessing the Service, including through an AI assistant. The Customer is bound by these Terms when its Customer Agreement refers to them or when a person authorised to represent the Customer accepts them.

1.5 Privacy. Our [Privacy Policy](#) explains how we handle personal data.

2. Accounts and access

2.1 Access is given by the Customer. Users sign in through Howwe's login service with credentials or single sign-on set up by their organisation. The Customer decides who has access and with which roles, and can change or remove access at any time.

2.2 Keep your account secure. Keep your login details confidential and tell us at contact@howwe.io without delay if you suspect unauthorised use. You are responsible for activity under your account, including actions an AI assistant takes on your behalf after you have connected it (section 3).

2.3 Customer responsibilities. The Customer is responsible for its Users' compliance with these Terms, for the content its Users enter into the Service, and for having a lawful basis for the personal data it enters.

3. Using Howwe through AI assistants and connectors

3.1 What the connector does. Howwe offers an MCP server and connectors that let AI assistants, such as Microsoft Copilot, Claude, ChatGPT and Gemini ("AI Assistants"), read and change Howwe data for you. Examples are listing your teams and initiatives, creating activities and reporting progress. The available tools are described at howwe.io/mcp.

3.2 Your permissions, nothing more. You connect an AI Assistant by signing in to Howwe and approving the connection. The AI Assistant then acts as you, with the same permissions you have in Howwe. It cannot see or change anything you could not see or change yourself. You can disconnect it at any time in the AI Assistant, and your organisation's administrator can remove your access to Howwe.

3.3 You are responsible for what it does. An AI Assistant can create, change, complete, archive and delete items in Howwe when you ask it to, and it may misunderstand a request. Review what it proposes before you approve it, and check the result. Changes made through an AI Assistant are made by your account and are treated as your own.

3.4 AI Assistants are third-party products. AI Assistants are provided by third parties under their own terms and privacy policies, which Howwe does not control. When you connect one, the Howwe data you ask it to retrieve is sent to that provider, which processes it under its agreement with you or your organisation. Howwe is not responsible for the AI Assistant's outputs or for how its provider handles data.

3.5 Your organisation decides. The Customer decides whether its Users may connect AI Assistants to Howwe and which AI Assistants they may use. An administrator can ask us at contact@howwe.io to turn off access through AI Assistants for the organisation, and we do so within two business days.

3.6 Availability. Connectors may be changed, limited or withdrawn, for example when an AI Assistant changes its platform or a directory listing changes. Tools may be added over time. We work to keep existing integrations working but do not guarantee that any AI Assistant remains supported.

4. Acceptable use

You may use the Service only for your organisation's internal business purposes, and you must not:

- access data, tenants or accounts you are not authorised to access, or try to get around access controls, rate limits or security measures;
- probe, scan or test the Service for vulnerabilities without our written permission;
- overload the Service, including by automated or AI-driven requests at a volume that degrades it for others;
- upload malware or content that is unlawful, infringing, harassing or discriminatory;
- enter special categories of personal data, such as health data, unless your Customer Agreement allows it;
- copy, resell, sublicense or offer the Service to third parties, or use it to build a competing product;
- reverse engineer the Service, except where the law allows this despite this restriction; or
- use the Service in breach of applicable law, including export control and sanctions laws.

We may suspend access that breaches this section, as described in section 6.4.

5. Customer data, privacy and AI

5.1 Customer data belongs to the Customer. Content entered into the Service by the Customer and its Users ("Customer Data") remains the Customer's. The Customer grants Howwe the right to host, process and display Customer Data as needed to provide, secure and support the Service. Howwe may also use Customer Data in aggregated form, from which neither the Customer, its Users nor any other person can be identified, to improve the Service and to develop benchmarks.

5.2 Personal data. For personal data in Customer Data, Howwe acts as processor for the Customer, which is the controller, under the data processing terms in the Customer Agreement or, where there are none, our standard [Data Processing Agreement](#). Our [Privacy Policy](#) describes our own processing, how long we keep data and how to exercise your rights. Our [sub-processors](#) are listed separately.

5.3 Usage data. We collect technical and usage data to run, secure and improve the Service, as described in our [Privacy Policy](#). For the MCP server this includes which tool was called, when, by which user and organisation, from which AI Assistant, how long it took and whether it succeeded. It does not include what you write to the AI Assistant, the content you create or change, the data a tool returns, search terms or your IP address.

5.4 Howwe's AI features. Howwe's own AI features follow our [AI Policy](#) and use Google's Gemini models, provided through Google Cloud and listed as a sub-processor. Customer Data is not used to train or fine-tune AI models, whether Google's, other external or public models, or Howwe's own. The Customer can ask us to turn the AI features off.

5.5 AI-generated insights are decision support. Some features, such as pulses, analyses, summaries and recommendations, are generated with AI based on the Customer's data in Howwe and on Howwe's methodology and experience of strategy execution. They are suggestions that support the Customer's own work and judgement and do not constitute professional advice. They may be inaccurate, incomplete or not suited to the Customer's situation. The Customer is responsible for reviewing them and for any decisions or actions based on them. The same applies to content produced by an AI Assistant. Advisory services that Howwe provides under a Customer Agreement are governed by that agreement.

6. Fees, availability, changes and termination

6.1 Fees. Fees, subscription period and payment terms are set in the Customer Agreement or order form. Connecting an AI Assistant to Howwe costs nothing extra unless agreed otherwise. Any fee for the AI Assistant itself is between you and its provider.

6.2 Availability and support. We work to keep the Service available and secure, but it may sometimes be unavailable, for example during maintenance. Service levels apply only if they are set out in the Customer Agreement. Support is available through help.howwe.io and help@howwe.io.

6.3 Changes to the Service and these Terms. We develop the Service continuously and may add, change or remove features. We will not materially reduce the core functionality a Customer has paid for during its subscription period. We may update these Terms and will give at least 30 days' notice of

material changes by email or in the Service. Continued use after that date means you accept the updated Terms.

6.4 Suspension. We may suspend a User's or Customer's access, or block a connection from an AI Assistant, if it is needed to protect the Service, other customers or their data, or if these Terms are seriously breached. Where possible we notify the Customer first and restore access once the issue is resolved.

6.5 Termination. The Customer may stop using the Service under the terms of its Customer Agreement. A User's right to use the Service ends when the Customer removes their access or the Customer's subscription ends. After termination, Customer Data is kept for six months, so that the Customer can ask for an export, and is then deleted or anonymised, unless the Customer Agreement says otherwise.

7. Intellectual property, warranties and liability

7.1 Howwe's rights. Howwe and its licensors own the Service, including its software, the MCP server and its tool descriptions, content, design and trademarks. Subject to these Terms and the Customer Agreement, we grant the Customer and its Users a non-exclusive, non-transferable right to use the Service during the subscription. Feedback you give us may be used freely to improve the Service.

7.2 Third-party services. The Service can connect to third-party services, such as AI Assistants and single sign-on providers. Your use of them is governed by their own terms, and Howwe is not responsible for them.

7.3 No other warranties. Except as stated in the Customer Agreement, the Service is provided "as is" and "as available". To the extent the law allows, we make no other warranties, express or implied, including fitness for a particular purpose. We do not warrant that AI-generated content is accurate.

7.4 Limitation of liability. To the extent the law allows, and unless the Customer Agreement says otherwise: (a) neither party is liable for indirect or consequential loss, including lost profit, revenue, data or goodwill; and (b) Howwe's total liability under these Terms in any 12-month period is limited to the fees the Customer paid for the Service in that period. These limits do not apply to liability for gross negligence, wilful misconduct, or liability that cannot be limited by law.

7.5 Indemnity. The Customer will defend and hold Howwe harmless against third-party claims that arise from Customer Data or from use of the Service in breach of these Terms, including use through an AI Assistant.

8. General

8.1 Governing law and disputes. These Terms are governed by Swedish law, without regard to its conflict-of-law rules. Disputes are finally settled by arbitration administered by the SCC Arbitration Institute under its Rules for Expedited Arbitrations. The seat of arbitration is Stockholm, the language is English, and the proceedings are confidential. A Customer Agreement may provide otherwise.

8.2 Other terms. If a provision is found invalid, the rest of these Terms still apply. A failure to enforce a provision is not a waiver of it. The Customer may not transfer its rights under these Terms without our consent. We may transfer them to a company in our group or to a buyer of our business.

8.3 Contact. Howwe Technologies AB (publ), Grev Turegatan 30, 114 38 Stockholm, Sweden, contact@howwe.io.