ATLAS FOR WINDOWS

Purchase policies and website information

Collection v1.5 · Prepared 3 November 2026

Your purchase confirmation identifies your plan. Both plans use the same app. Installing or updating Atlas cannot start a subscription, authorise a card payment or change the rights of an existing once-off buyer.

Licence	Payment and access
Once-off purchase	One payment, with no recurring Atlas fee. The public US$19 launch offer ends on 3 November 2026 at 23:59 SAST. The regular price is US$29. Checkout confirms the payable rand amount.
Atlas Monthly	US$7 a month, converted to rand at checkout and again at each renewal. The rand charge can change. Renewals continue until cancelled. Existing fixed R119 agreements retain their terms.

Both plans cover one named user on up to two Windows computers. Official updates for the covered edition are included while Atlas is maintained and your licence grants access. AI and optional voice services are billed separately.

Find a policy

01 Pricing and payment · 2

02 Refund policy · 4

03 Cancellation policy · 6

04 Terms of service and software licence · 7

05 Digital delivery and activation · 11

06 Privacy notice · 12

07 Cookies and advertising measurement · 16

08 Company and contact information · 18

Visit My Account for billing and downloads. The PAIA manual is available separately.

POLICY / 01

Pricing and payment

What you are buying

Atlas is a customisable Windows desktop interface for supported AI connections. Your purchase confirmation identifies the licence you selected. Both plans use the same Windows installer. Installing, updating or activating Atlas cannot start a subscription, authorise a payment or change a once-off licence into a monthly licence.

Once-off purchase

You pay once. There is no recurring Atlas fee for your once-off licence.

The regular price is US$29 once-off. Everyone can buy for US$19 during launch week, from 26 October 2026 at 09:00 until 3 November 2026 at 23:59 South African time. Existing waitlist members and eligible expo customers retain their agreed offer entitlements. Connected AI and optional voice charges are separate. Checkout confirms the final payable ZAR amount before payment. Digital delivery has no shipping charge.

Atlas Monthly

Atlas Monthly costs **US$7 per month**. We convert US$7 to South African rand at checkout using the latest available USD/ZAR reference rate, round to the nearest cent and show you the amount before you pay. Each monthly renewal uses the rate available for that renewal. Your rand charge can rise or fall as the exchange rate changes. If your card uses another currency, your bank may convert the rand charge and apply its own fees.

If your existing purchase confirmation specifies a fixed R119 monthly charge, that agreement continues at R119. The US$7 plan only applies after you authorise it.

Separate provider costs

An Atlas licence does not include a ChatGPT subscription, DeepSeek API credit, ElevenLabs credit, paid media generation or paid third-party tools. You connect your own supported accounts and pay those providers under their terms. Free account availability, model access, limits and tool capabilities depend on the provider and your plan. Atlas does not promise unlimited AI use, identical features across providers, or a fixed saving from automatic model selection. Using an automatic route can incur charges or consume allowances with the provider selected for a task.

Atlas is for Windows. Start with ChatGPT or DeepSeek, or connect both. Features depend on the connection, model, tools and permissions. Mac and Claude are future options with no confirmed release date, price or inclusion in this purchase. Owner-only business management tools are not included simply because they appear in a personal demonstration.

Currency and final checkout amount

Prices marked US$ are in United States dollars. Where checkout charges in South African rand, we show the exact **ZAR amount**, the applicable conversion information and any tax or other merchant charge before you authorise payment. Paystack processes your initial payment for the rand amount on the final order summary. For the US$7 monthly plan, you also authorise later monthly debits under the currency-conversion terms disclosed at checkout. You can cancel future renewals in My Account.

The quote for your initial payment shows the rate, date and exact rand total. An expired quote must be refreshed and accepted before you pay. For a US$7 monthly renewal, a new conversion applies to that billing period.

Your bank or card provider may apply its own exchange rate or international-payment fees. Those charges are set by that provider. We do not add an undisclosed Atlas payment surcharge.

Indico Group (Pty) Ltd. is not currently a South African VAT vendor, and South African VAT is not charged on this sale. Any other tax we are legally required to collect will be identified before payment. This statement must be updated if our tax status or obligations change. An invoice without VAT is not a VAT tax invoice.

Payment and order confirmation

Payments are processed through Paystack using the payment methods displayed there. Atlas does not receive your full payment-card number or security code through the hosted checkout. A bank authorisation, browser success message or payment screenshot is not on its own confirmation that Atlas has received a successful payment. We confirm the transaction with the payment provider before issuing paid access.

After server-side payment verification, the confirmation page automatically unlocks your secure download and licence-access instructions. We also email your receipt and a secure access route to the purchase email. You do not need manual approval of a normal successful order. The browser may require you to click Download or choose a save location; we do not bypass its safeguards.

Review the price, currency, product, email address and terms, and correct errors before placing the order. If payment fails or is pending but your bank shows a debit, contact support with the transaction reference before paying again. If we cannot fulfil an accepted order, we will explain and refund it under the Refund Policy.

Launch-week, waitlist and expo offers

The public launch-week price is available to everyone from 26 October 2026 at 09:00 until 3 November 2026 at 23:59 South African time. Joining a new waitlist is not required. Existing waitlist members and eligible expo attendees also qualify under their supplied offer instructions. Joining the earlier waitlist did not itself buy a licence or authorise a payment.

The public US$19 launch-week offer ends on 3 November 2026 at 23:59 SAST. The regular price is then US$29. Where a separate waitlist or expo entitlement applies, use the private link or code supplied to you; any longer entitlement expressly promised earlier will be honoured. No paid AI subscription purchase from Atlas is required. Offer codes cannot be resold or presented as official Atlas promotions by an unauthorised reseller.

If our checkout problem prevents an eligible person from completing payment before expiry, they may contact support within two business days after the deadline and we will provide a reasonable opportunity to redeem at the advertised price. Any longer entitlement expressly promised earlier will be honoured. The deadline and restrictions must be communicated before redemption; they will not be applied retroactively to contradict an existing promise. Offers do not combine unless stated. Later promotions, including any Black Friday offer, will have their own terms and do not automatically alter a completed purchase price.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.

POLICY / 02

Refund policy

Technical problems reported within 14 days

If Atlas will not install, activate or perform a material advertised function on a supported Windows setup, or we supplied the wrong product, contact **support@atlas-ui.com within 14 calendar days from the later of payment or first usable download/licence access**. This is a technical-problem policy, not an additional no-reason trial or change-of-mind guarantee. Independent legal cancellation and quality rights are preserved below.

Explain what went wrong and supply reasonable information available to you, such as your order reference, Atlas/Windows version, the error message, steps that caused it or a relevant screenshot. We assess the available evidence fairly. You do not need an expert report, paid diagnosis, access to source code, or a recording of every failure. Intermittent issues may be supported by logs or credible descriptions; inability to reproduce them immediately is not automatic grounds for refusal. Remove unrelated private content. Do not send passwords, API keys or full payment-card details.

If the available evidence reasonably establishes a material failure of the supplied Atlas product, we will provide a full refund under this policy if you request one. We may offer a prompt fix, but accepting troubleshooting or a replacement is not compulsory where a refund is due. Report the issue within the window; investigation continuing afterward does not make a timely request late. We will explain a refusal and allow you to provide further information or challenge it through support or the available legal channels. Our assessment is not final proof against you.

An unsupported operating system, a clearly disclosed missing third-party plan, exhausted provider credits or changed personal preference alone does not establish an Atlas fault. However, we will investigate misleading compatibility information, a failed promised connection, non-delivery and other circumstances in which Atlas or the law provides a remedy. We do not use a third-party label to reject every issue without examining it.

Rights that do not end after 14 days

The 14-day process does not replace or shorten applicable cooling-off, cancellation, non-delivery, quality, misdescription or warranty rights. Where a statutory right permits cancellation without a fault, you do not have to prove that Atlas is defective. Downloading, installing or activating the app does not by itself waive those rights under this policy.

For South African transactions covered by the Consumer Protection Act, its applicable quality remedies continue, including the six-month remedy framework for qualifying defects under section 56. Where ECTA's cooling-off right applies, its no-reason cancellation rules also apply. Other countries may give additional or longer protections. We will apply the relevant remedy and deadline rather than use the 14-day process as a universal limit. A customer entitled to choose a refund is not required to accept repeated repairs.

Refund amounts and the limited 7% clause

No administration or payment-processing fee is deducted from a refund owed by law, a refund under our verified technical-problem policy, or a refund for Atlas non-delivery, material misdescription, incorrect product or duplicate collection. Those refunds cover the applicable amount paid to Atlas, including tax collected on that amount, in the original transaction currency.

Outside those rights and promises, we may agree to an exceptional goodwill return, for example a change-of-mind request where no legal withdrawal right applies. Only for that category, and only where lawful and reasonable, an administration deduction **of up to 7% of the original amount paid for the refunded licence** may be proposed. It is capped at our reasonable, demonstrable unrecovered costs, is not a penalty, and is reduced or waived if those costs or the law require it. No double recovery of fees is permitted.

We must first check whether a fee-free legal or contractual right applies. If a goodwill deduction is appropriate, we will show the reason, calculation and exact net refund before you accept it. Rejecting that goodwill proposal does not waive your legal rights. The deduction is not taken automatically and must not be described as Paystack's fixed fee. If we cannot establish a lawful basis and reasonable cost, it will not be charged. No customer must pay a fee simply to request or investigate a refund.

No goodwill administration deduction is currently applied. The limited clause above may only be used after a lawful basis has been established and the exact deduction has been explained and agreed in advance. It never applies to the fee-free refunds described above.

Requests, timing and payment route

Email support@atlas-ui.com with the purchase email and order or Paystack reference. If you cannot find it, provide enough information to locate the transaction. No compulsory special form applies. We may reasonably verify ownership before releasing licence or payment information.

We aim to acknowledge within two business days and initiate an eligible refund within five business days of a valid request, without undue delay and within any shorter applicable legal deadline. Unnecessary evidence requests, our review process and processor delays do not extend a statutory deadline.

Refunds normally return through the original payment method. If unavailable, we will agree a secure lawful alternative after verification. Paystack currently advises that receipt commonly takes **3–10 working days after initiation**. Your bank controls posting and currency conversion; that estimate does not remove legal rights. Bank exchange differences or independently charged bank fees may affect the amount displayed in another currency. Contact us to trace a missing refund.

Licence, data and separate provider payments

When the refund is completed, the refunded licence ends and further activation may be disabled. Stop using and uninstall the refunded Atlas software. You retain rights in your own documents, backgrounds and content. A refund does not authorise Atlas to take ownership of or erase unrelated source files; retain/export your own work before uninstalling.

Payments made directly to AI, voice or other providers are separate transactions. This policy does not promise refunds of those payments, but does not exclude liability Atlas may independently have under law. Suspected fraud may be investigated on evidence without removing legitimate rights. You may approach your bank, a regulator, consumer body or court without having to miss their deadlines while speaking to us.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.

POLICY / 03

Cancellation policy

Once-off purchases

A once-off licence does not renew or bill monthly. There is nothing to cancel on that plan. A third-party AI or voice subscription is managed separately with its provider; uninstalling Atlas does not cancel it.

Cancel an Atlas Monthly renewal

Sign in to My Account using your verified purchase email. Open your monthly licence, select **Cancel renewal** and confirm. Use the billing options shown for your licence in My Account. If you need help changing your payment method, contact support. Return to My Account to check your renewal status and paid-through date. Contact support@atlas-ui.com if you need help.

Cancellation stops future renewal. Access continues until the end of the paid period. Uninstalling Atlas or unsubscribing from marketing emails does not stop monthly billing. For a refund request or applicable cancellation rights under law, see the Refund policy.

Before paying

You may leave checkout without completing payment. Review and correct your order before authorising the charge. If payment is still pending, contact support so we can verify its status; closing a browser does not reverse a payment already processed.

Requesting a refund after payment

Send a clear cancellation request to support@atlas-ui.com with your purchase email or order reference. The Refund Policy distinguishes technical problems reported within 14 days, independent statutory rights, and exceptional discretionary goodwill returns. It does not provide an additional unconditional change-of-mind trial. Where the law gives you no-reason cancellation, we honour it without requiring proof of a fault or imposing the goodwill fee. The applicable rights may continue after download or activation and after the 14-day technical-problem window. Stopping use without a refund entitlement does not automatically create a refund.

If we ever accept advance orders, the delivery date and cancellation terms will be shown before payment. You may cancel an undelivered advance order for a full refund; we will not keep your payment indefinitely because release is delayed. Joining the free waitlist did not create an advance order.

Leaving a list or stopping use

You may leave a launch or availability list by using the unsubscribe route in a message or emailing info@atlas-ui.com. No cancellation fee applies. Unsubscribing from marketing does not cancel a purchased licence or essential order and security notices. You may stop using Atlas at any time; uninstalling it does not automatically notify us of a refund request or remove records we must retain.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.

POLICY / 04

Terms of service and software licence

Who supplies Atlas

Atlas UI is the product brand operated by **Indico Group (Pty) Ltd.**, a South African private company, registration **2020/020444/07**. In these terms, “Atlas”, “we”, “us” and “our” refer to that company. Our website is https://atlas-ui.com. Support: support@atlas-ui.com. General enquiries: info@atlas-ui.com. Telephone: +27 83 605 0658. Sole director: **Jean-Jaques Martin Nel**. Physical business/office address: **Unit 51 Fernel Park Ridge, Olympus, Pretoria, Gauteng, 0081, South Africa**. Address for service of legal documents: **659 Fenwick St, Moreletapark, Pretoria, Gauteng, 0181, South Africa**.

The agreement and your order

These terms, the product description shown when you order, and the Pricing, Delivery, Refund and Cancellation Policies govern a purchase. The Privacy and Cookie Notices explain how information is handled; they do not turn optional marketing into a condition of buying. The version presented at checkout and your confirmed order apply to that purchase. Before payment, you must actively accept the linked terms through an initially unchecked control. We provide the terms in a form you can retain and record the version and time of acceptance with your order. Visiting the website or leaving a marketing checkbox untouched is not acceptance of a purchase. Mandatory consumer rights prevail over inconsistent wording.

You must be at least 18 and legally able to enter the agreement, or act through an authorised adult arrangement that we have accepted. If you buy for an organisation, you must have authority to do so and identify its licensed user. Connected providers can impose their own eligibility requirements.

An order is accepted when we confirm successful verified payment and acceptance on the confirmation page or by email. If a clear pricing or availability error prevents acceptance, we will explain, offer you the corrected choice without charging it automatically, and promptly refund any payment we cannot honour. This does not limit rights arising from misleading advertising or an already accepted contract.

Licence grant

On confirmed payment, we grant the named user a non-exclusive licence to install and use the purchased Atlas Windows version on **up to two Windows computers controlled by that user**, for their personal work or business activities. One licence is not a shared seat for multiple people. You may make a backup copy for your own use.

The once-off licence has no recurring Atlas fee or fixed expiry merely because time passes. It continues for the purchased version unless refunded or lawfully terminated under these terms. This does not make external AI services, online infrastructure or every future product free or permanently available. Online activation and periodic licence verification are required as disclosed before purchase. The release information will explain the applicable offline licence-check allowance before purchase; AI functions may still require an internet connection. We will assist with legitimate device replacements and activation problems.

Atlas Monthly gives you access through each paid period. If the next period is unpaid, app access pauses after the paid period ends. Your workspace files stay on your computer. You can still reach billing in My Account. Verified payment for a further period restores access for that period.

You may release a computer before activating another. Contact support if a computer is lost or inaccessible. Do not share licence keys or private access links publicly. A replacement download link is not a new licence

fee. Transfers, resale or sublicensing need our written agreement except where applicable law gives you rights that cannot be restricted.

Official updates and continuing use

Official updates for the covered Windows edition are included at no additional Atlas charge while we maintain that edition and your licence grants access. Once-off licences do not renew. For new US$7 monthly licences, you authorise Atlas to charge your payment method each month through Paystack until you cancel renewal. We convert US$7 to rand at checkout and again for each renewal using the latest available USD/ZAR reference rate, rounded to the nearest cent. The rand amount may change. If your existing purchase confirmation specifies a fixed R119 monthly charge, that agreement continues at R119. The US$7 plan only applies after you authorise it. Release timing and particular new features are not guaranteed. Separate products, operating-system editions and third-party services are not included unless expressly stated.

Once-off licence holders may continue using the version and updates already licensed to you, subject to this licence and external-provider availability. The once-off licence does not expire because maintenance ends. We do not promise a particular release frequency, feature or roadmap date.

This policy does not limit mandatory defect remedies, security or conformity updates required by law. Activation and security infrastructure will not be deliberately withdrawn to turn the existing licence into a forced subscription.

Official software and verified updates

Install Atlas and its updates only through the Atlas update mechanism or release links verified on **atlas-ui.com** or by **support@atlas-ui.com**. A third-party page, repack, patched executable or message using the Atlas name is not an authorised release. Ask support if authenticity cannot be established; do not disable security controls to force installation.

The licence does not authorise altering Atlas's protected executable/application code, replacing its internal components with modified builds, injecting an unauthorised patch or defeating update/activation checks. Supported settings, backgrounds, workspace names, user content and documented integrations remain permitted. Mandatory-law rights and third-party licence permissions are preserved.

Atlas may require an authentic, compatible supported build to investigate an issue or deliver a secure update. We may decline voluntary support for a problem shown to be caused by an unauthorised modification. That does not cancel unrelated statutory rights or justify rejecting every claim solely because a user changed something. An official update will not silently impose a new paid agreement or remove purchased rights.

Use official release routes and follow the authenticity checks supplied with the release. These terms do not represent that an unreleased installer has already passed final signing or update-verification checks.

Supported connections and automated actions

Atlas is an independent interface, not OpenAI, DeepSeek, Anthropic or ElevenLabs, and is not endorsed by those organisations. You connect accounts you are entitled to use. Provider terms, limits, prices, availability and privacy practices continue to apply. Some tasks need particular providers or paid access. Automatic selection may route requests and relevant context to a supported provider; it does not guarantee the lowest cost or identical results.

AI can produce inaccurate or incomplete output. Review important information and actions before relying on them, especially messages, public posts, purchases, file changes and professional decisions. Give Atlas

only permissions and material you are authorised to provide. The app does not make a user responsible for every fault in our software or remove our legal obligations.

Your content and permitted customisation

Your rights in your documents, business material, photographs, backgrounds and other content remain yours or those of their owners. Atlas claims no ownership merely because you store, process or display them in a workspace. AI output rights and restrictions may also depend on the provider and applicable law.

You may use Atlas's supported controls to change names, colours, backgrounds, workspaces and other personal settings, and use authorised integrations. Normal customisation, lawful screenshots and the commercial use of your own work are permitted. You must have the necessary rights in content you upload or share.

Protection of Atlas and restrictions on derivative products

The purchase is a licence to use Atlas, not a sale of the source code, brand, design assets or intellectual-property ownership. Atlas's protected code, original artwork, branding, documentation and other protected material remain owned by Indico or their respective licensors.

Except with written permission or to the extent an overriding law or applicable third-party licence expressly allows it, you must not:

• reproduce or redistribute Atlas beyond copies necessary for the permitted installation and personal backup;

• sell, rent, sublicense, share seats or provide the protected software as an unauthorised hosted or white-label product;

• modify, adapt, translate, fork, merge or build derivative software from Atlas's protected application code or assets, or use those materials as the foundation of a competing or replacement product;

• upload Atlas's proprietary source, application package or extracted protected components to another person, repository or code-generation/AI service to copy, rebuild, modify or commercialise Atlas;

• decompile, disassemble or reverse engineer protected components where the law permits us to restrict that activity;

• bypass licences, device limits, signature checks or access controls; share activation credentials; remove ownership notices; or distribute cracked, repackaged or unofficially patched versions;

• use Atlas names, logos or confusingly similar branding to imply that an unauthorised product, update or seller is approved by Atlas.

These rules do not prohibit supported personalisation, your own prompts and outputs, lawful screenshots, independent development that does not copy protected material, or activities the law or an applicable open-source licence permits. They do not transfer ownership of customer content to Indico or claim an exclusive right to the general idea of a personal AI interface. Interoperability, lawful investigation and other non-excludable rights remain available.

No access to proprietary source code is granted by purchase unless separately agreed. Licence-specific rights for included third-party components remain governed by their notices; restrictions here cannot cancel those rights. Consent to use Atlas is not consent to acquire your business materials or ideas.

If there is a reasonable evidential basis for infringement or material breach, we may preserve relevant lawful evidence, request cessation, suspend the affected entitlement proportionately and seek available legal remedies. These may include an interdict/injunction and damages or an account of attributable profits where legally available and established through the appropriate process. A written allegation does not itself

establish infringement, create an automatic debt, seize customer funds or transfer all revenue of another business to Atlas. Any settlement or court award is governed by its own lawful terms.

Suspension and termination

We may suspend access proportionately where reasonably necessary to address fraud, unlawful sharing, a security threat or a material licence breach. Where practicable, we will explain the concern and allow a reasonable opportunity to respond or fix it before permanent termination. Urgent action can be taken to protect systems or other users, followed by review. You may challenge a decision through support; a disputed charge alone is not proof of wrongdoing.

Refunded licences end as described in the Refund Policy. Following lawful termination, stop using the affected software. Termination does not give us ownership of your content, cancel accrued refund rights or authorise us to erase unrelated files.

Availability, responsibility and changes

We will exercise reasonable care in providing Atlas and honour applicable quality, delivery and consumer protections. We cannot promise uninterrupted internet access, error-free AI output or permanent availability of independent services. If a purchased feature materially fails or becomes unavailable, contact us; our responsibility and available remedies will be assessed under your order and applicable law, rather than dismissed solely as a third-party issue.

Keep backups of important work and protect your access credentials. Do not use Atlas to unlawfully access others' systems, distribute malware, violate third-party intellectual-property rights or send unauthorised messages. You are responsible for the instructions and material you intentionally provide within the permissions you grant; that does not make you responsible for every software fault or unauthorised act outside those permissions.

To the extent lawful and fair, Atlas is not responsible for losses caused solely by unauthorised modifications, unlawful customer use, unavailable customer-supplied credentials/credits, or independent events outside its reasonable control where Atlas did not cause or contribute to the failure. Unforeseeable or purely speculative profits are not guaranteed. A general disclaimer does not remove responsibility for a promised feature, negligent handling of data or required consumer remedies.

Nothing excludes liability for fraud, intentional wrongdoing, gross negligence, injury or death where exclusion is prohibited, or any other non-excludable duty, remedy or consumer right. No blanket cap of liability to the low licence price is imposed by these terms. Important risk limitations must be prominent before purchase; a hidden clause or tickbox alone does not make an unfair term enforceable.

We may update terms for future purchases and explain changes affecting ongoing services. We will not silently replace your accepted terms to remove rights already purchased or impose a new compulsory subscription on the existing licence. Material changes that require agreement will be presented for that agreement.

Agreement records and severability

We preserve the accepted policy version with the order and make a copy available to you. If one provision is found unlawful or unenforceable, it is applied only to the lawful extent or severed where appropriate; the remainder continues only where fair and legally possible. Severability does not excuse using unlawful terms or authorise replacing them with a harsher term. A delayed exercise of a right is not automatically a waiver of it. No variation removes mandatory rights.

Complaints and governing law

South African law governs this agreement, subject to mandatory protections and jurisdiction rights that apply in your country. Contact support@atlas-ui.com so we can try to resolve a concern. You retain access to competent courts, regulators and applicable consumer dispute bodies. These terms do not impose mandatory private arbitration or require you to give up a lawful card dispute.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.

POLICY / 05

Digital delivery and activation

Availability and delivery

Atlas is delivered digitally; no physical item is shipped. The Windows purchase supplies the edition described at checkout. Earlier waitlist registration did not charge you or supply a paid licence. A beta invitation is separate from a paid purchase.

After our server verifies a successful Paystack payment, the website automatically makes a secure download and licence-access instructions available on the confirmation page . The normal process needs no manual approval. Your browser may still require a click to save the installer; automatic availability does not mean that we install or run software without your choice.

We also send the receipt and a secure recovery/access link to your purchase email. Email is a backup route, not a requirement to wait for the owner to approve the download. A pending payment shows a pending state until verified; we do not grant paid access solely from an unverified redirect, screenshot or client-side success message.

You can create a free account before buying. Sign in to My Account with your verified purchase email to find linked licences, manage monthly billing and download the installer or an official update while your licence grants access. Use your Atlas licence key to activate the Windows app.

If the confirmation page does not unlock access after a verified payment, use the order-recovery route or contact support. If the backup email has not arrived after one hour, check spam. We aim to restore missing access or offer a refund within one business day after being notified, without extending mandatory deadlines or removing other remedies. Do not make a second payment simply to retry a failed download.

Private access links

Private customer-access links are intended for the purchaser, are single-use and expire after seven days. Redeeming a link may create a necessary customer-access session lasting up to 24 hours. An expired or used link does not mean you must buy Atlas again: contact us for a replacement after reasonable ownership verification. Do not forward private links. Download authorisation does not prove that an installation completed successfully.

Your purchase email may differ from the email used for your supported AI account. These are separate connections. A licence is normally for one named user on two Windows computers, as described in the Terms of Service. Activation and periodic checks require connectivity, and technical access problems can be raised with support.

Requirements and safe installation

The installer targets 64-bit Windows PCs. Internet access and a supported AI connection are needed for online AI features; a microphone is optional for voice input. Review the compatibility guidance and the release-specific notes on the download page. Mac, mobile and native Windows ARM installers are not supplied by this purchase. If you are unsure about an older or resource-limited PC, contact support before paying.

Download only through the official Atlas website or a verified support replacement route. If a security warning appears, contact support and verify the release; do not disable security protection blindly. Do not share passwords or API keys with support.

We provide a downloadable or emailed record of the purchase, price, currency and accepted policy version. Keep a copy. You may request an order record through support during the applicable retention period described in the Privacy Notice. Changing your computer or losing a link should be resolved through account verification, not an unnecessary second purchase.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.

POLICY / 06

Privacy notice

Responsibility and scope

Indico Group (Pty) Ltd., registration **2020/020444/07**, is responsible for the personal information it processes to operate Atlas UI, its website, waitlists, customer access and support. Contact **info@atlas-ui.com** or **+27 83 605 0658**. Address for legal notices: **659 Fenwick St, Moreletapark, Pretoria, Gauteng, 0181, South Africa**. Physical business/office address: **Unit 51 Fernel Park Ridge, Olympus, Pretoria, Gauteng, 0081, South Africa**. **Information Officer: Jean-Jaques Martin Nel**, registration **2026-069409**, registered on **15 October 2026**. Privacy and access requests: **info@atlas-ui.com**. See our PAIA manual for record-access procedures and the downloadable manual.

This notice distinguishes information held by Atlas from information processed by services you choose to connect. It does not mean that all Atlas functions run offline or that every item in a Brain remains only on your computer.

Advertising choices and storage are described in our Cookie Notice. Use Cookie preferences below to change your choice.

Information we use and why

Activity	Information and purpose
Launch and availability lists	Email, chosen list, consent record, dates and bounded source/campaign labels to send the requested launch or availability news
Purchases and refunds, when enabled	Purchase email, optional name, order/provider reference, price and currency, quoted conversion, status, accepted terms version and acceptance time, receipt and refund correspondence to fulfil, evidence and account for a transaction
Licences and downloads	Licence reference/status, computer label and random device identifier, activation/check times, access-link records and download requests to provide access and prevent unauthorised sharing
Support	The message, attachments you choose to send, relevant order details and support notes to investigate and respond
Website operation	Connection/security records, aggregate page and link counts, limited tab activity and sanitised campaign information to operate and understand the website
Optional advertising measurement	Meta browser/network and event information described in the Cookie Notice, only when enabled by your choice

Providing a marketing email is optional. Purchase and activation information is needed to deliver and verify your licence; without it we may be unable to fulfil the order. Optional names and unnecessary support attachments are not conditions of receiving basic support. Information may come from you, the payment provider, the browser/hosting service and relevant transaction records.

We process information as needed to fulfil your order, meet legal obligations, operate and secure the service on a lawful basis, and carry out the optional activities you consent to. We do not treat consent to marketing or advertising as necessary for a purchase. You may withdraw optional consent without cancelling the licence.

Desktop workspaces, Brain and connected AI

The desktop app can keep conversations, workspace settings, memory, selected references and outputs in its local profile and folders. Linked files or folders may remain in their original locations. Brain organises available context; it is not a guarantee that information can never be transmitted. Relevant prompts, extracts, files, images, screen captures or conversation context may be sent to the selected AI or connected tool when a feature uses them.

Automatic provider routing can change which configured service handles a task. Optional voice features can send submitted audio or text for transcription or speech generation. Inspectors and browser tools can share the selected or requested content needed for a task. Check permissions and the scope of a request before including confidential information, other people's data or sensitive material. Workspace organisation is not an independent security barrier against every task that you authorise across workspaces.

Each connected provider has its own storage, retention, model-training controls and privacy terms. Atlas does not promise that a provider never retains or trains on submitted content. Review the provider's settings. Licence checks themselves do not upload your conversations, files, AI passwords or API keys. A support report is saved locally and shared with us only if you submit it. Indico does not need your private credentials to provide normal support.

Ask Atlas website chat

When you send an AI question, the Atlas backend sends your message, relevant recent conversation context and approved product guidance to DeepSeek to generate a reply. This website guide cannot access your desktop Brain, files, licence or account, and cannot submit a support ticket. Keep API keys, passwords, licence keys and personal or confidential information out of the chat.

Recent conversation context is encrypted and held in this open page's memory, with a 30-minute expiry. Clear chat or reloading the page discards that context. We do not save chat transcripts in our database or server logs. Clearing chat does not reset the question allowance or delete records already processed by DeepSeek. DeepSeek applies its own privacy and retention terms. A necessary anonymous 24-hour cookie and server counters enforce the question allowance, request limits and spending ceilings. Failed AI requests do not consume your 30-question allowance. We retain anonymous request identifiers, timestamps, status and cost for up to two days; daily cost counters for up to 35 days and monthly totals for up to 65 days. A keyed hash of the connection IP helps limit abuse; the chat database does not store the raw IP. Expired records are removed on later activity. These records contain no message text.

Replies can be mistaken. Use the linked official information or contact support for decisions about a purchase or a problem with your account. This guide answers Atlas product questions only.

Lists and email

Windows launch, Claude and Mac lists are separate choices. A purchase or beta invitation does not automatically subscribe you to unrelated marketing. We send the requested welcome/availability messages and necessary order, security and support notices. Marketing messages provide an unsubscribe route; you may also email info@atlas-ui.com. Unsubscribing does not withdraw essential transaction communications.

Support inbox and customer assistance

Emails to our business addresses, their metadata, relevant attachments and support notes may be held in our mailbox and Customer Desk so authorised staff can respond. The current local connector synchronises mail while the operator computer is running; immediate replies are not guaranteed. Customer Desk can suggest prepared answers. If an authorised person uses an AI assistance tool to help with a support request, relevant message/context may be supplied to that service under appropriate processing controls; sensitive or unnecessary content should be excluded. A request for support does not subscribe you to unrelated marketing.

Service providers and access

Authorised Atlas personnel access information only where needed for operations and support. We use website hosting/storage, email delivery/mailbox and payment services. The current service stack includes Sites hosting using Cloudflare infrastructure, GoDaddy/Titan for our mailbox, Resend for automated email delivery, and, for checkout when enabled, Paystack. Email delivery update, 20 October 2026: Resend receives the destination address, email content and delivery metadata needed to send automated messages. Open and click tracking are disabled for this sending domain. Optional Meta measurement and the AI/voice/tools you connect are described separately. Paystack collects your card details. For a monthly licence, Atlas keeps the payment and authorisation references needed to collect the renewals you approved, alongside the charge amount, currency, conversion information where applicable, and payment status. Atlas does not receive your full card number or card security code.

Information may be processed outside South Africa by hosting, payment, email or connected services. Transfers must comply with POPIA section 72, through adequate protection under law or binding arrangements or another applicable statutory basis. The destination and handling depend on the service and configuration. We do not claim all data is hosted in South Africa. Contact the Information Officer for

available information about the recipients and safeguards relevant to your information. We may disclose relevant information where legally required or necessary to establish or defend a legal claim.

Private beta access

For invited testers we hold the invitation email, optional name, invitation/access status, visit and download-request records and release versions. Private single-use links expire after seven days and customer/beta sessions last up to 24 hours. We store token hashes. Access to a link demonstrates possession of it, not independent identity verification. Keep links private. These records support testing and access management and are separate from marketing lists. We review them when the beta and related support purpose ends; longer retention needs another lawful purpose. Revoking access cannot recall an installer already downloaded.

Retention and deletion

We use the following retention approach. Review-based periods require an assessment and removal when information is no longer lawfully needed; they are not a promise that every system or backup erases data at the exact same moment.

Record	Retention approach
Windows launch list	Until the launch/download communications are complete or you withdraw; review and remove or obtain a fresh appropriate opt-in within 90 days after the final launch message
Claude and Mac interest lists	Until you withdraw or the requested availability communications are complete; review inactive, unreleased-interest lists annually
Licence ownership	While needed to provide the continuing licence, plus records needed for lawful accounting, disputes or proof of entitlement
Orders and accounting	Normally seven years from the end of the relevant financial year for company accounting records, or the applicable statutory period for the record; longer only where a specific legal obligation or active dispute requires it
Support cases	Normally two years after resolution, unless a longer period is needed for an active dispute, continuing issue or law
Local desktop content	Until you remove it from the app or device; copies sent to third parties follow their policies

The current website removes live-activity records older than 24 hours on a subsequent activity report and spam-control counters older than 48 hours on a subsequent sign-up. These are cleanup triggers, not promises of deletion at the exact second. Cookie/session periods appear in the Cookie Notice. Backups and hosting logs may have separate operational retention cycles. Deleted data remaining in restricted backups is not used for ordinary marketing or support; deletion is reapplied if a backup is restored. Where records must be retained, we restrict their use to the remaining lawful purpose. A minimum suppression record may be needed to respect an unsubscribe request.

Your choices and rights

You may request access, correction or deletion and raise objections or withdraw optional consent by emailing info@atlas-ui.com. We may request proportionate identity verification. Some records cannot immediately be deleted because they are required for the licence, accounting or a dispute; we will explain the basis and options. Rights and response periods depend on applicable law. Overseas users retain any additional rights that apply to them.

You may complain to South Africa's **Information Regulator** through inforegulator.org.za, email **enquiries@inforegulator.org.za**, telephone **010 023 5200**, or a competent authority in your jurisdiction. For record-access procedures and prescribed forms, see our PAIA manual. POPIA complaints can be addressed to **POPIAComplaints@inforegulator.org.za** and PAIA complaints to **PAIAComplaints@inforegulator.org.za**. See the Regulator contact page for current submission channels.

Security, children and updates

The current licence service stores hashes of licence/access tokens and uses restricted customer sessions; the Windows activation credential uses Windows secure storage. These measures do not make any system risk-free. We will assess security incidents and notify affected people and authorities where required. Do not email passwords, full card details or API keys.

Atlas is not marketed to children. Do not submit children's personal information without an appropriate lawful basis. Purchases and account eligibility follow the age requirements in the terms and connected providers' rules.

We will date changes to this notice and notify you of material changes where appropriate. New optional processing requires a suitable lawful basis; publishing a changed notice alone does not create consent.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.

Customer accounts

Auth0 handles customer sign-in, email verification and password recovery. Atlas stores your verified email, an account identifier, linked licences and an expiring session to provide billing and downloads. The Atlas account session lasts up to seven days and ends when you sign out. Contact info@atlas-ui.com for account assistance.

POLICY / 07

Cookies and advertising measurement

Your choice

Our website uses necessary storage for secure access and preferences. Optional Meta advertising measurement remains off until you choose **Accept cookies**. **No thanks** leaves that advertising measurement off and does not block the waitlist or ordinary use. Open **Cookie preferences** in the footer to change your choice. We respect Do Not Track and Global Privacy Control for the measurement described here.

What storage and measurement are used

Category	Purpose and current duration
Necessary customer/beta session cookies	Secure, HttpOnly access cookies created when you redeem a private link; sessions last up to 24 hours
My Account sign-in and session cookies	A short-lived sign-in cookie supports the secure return from Auth0. A separate account session cookie lasts up to seven days and is cleared when you sign out.
Cookie-choice preference	Local browser storage remembers the decision for up to 180 days
Live website activity	A tab-scoped session ID supports the owner activity view; the server stores a daily-changing keyed hash, public page, approximate country where available, and recent times; the activity table is not linked to your email
Campaign attribution	Bounded source/campaign labels stay in the tab for up to 24 hours and may be saved with a successful new waitlist entry
Meta advertising measurement	Enabled only after acceptance; Meta cookies such as _fbp/_fbc may be used where applicable. Names, expiry and retention can vary with Meta and browser settings; inspect your browser storage and Meta privacy information for the applicable values
Ask Atlas question allowance	Necessary HttpOnly, SameSite cookie atlas_ask identifies an anonymous browser visitor for up to 24 hours. It supports the 30-question allowance and abuse controls. Clear chat removes temporary context but does not reset this cookie or counter. Recent chat context is encrypted and held only in this open page's memory, with a 30-minute expiry; it is not saved to local storage. Reloading the page discards it.

Closing a tab normally clears its session identifier, although browser session-restore behaviour can vary. The live table removes entries older than 24 hours when an activity report next runs. First-party aggregate counts are page/link counts, not guaranteed unique-person counts or completed downloads. Hosting providers may separately hold connection logs.

What Meta receives

With your choice enabled, the public website reports page views, successful new Windows waitlist sign-ups as Lead events, started checkouts as InitiateCheckout events and Paystack-verified purchases as Purchase events to Meta. It sends standard browser/network information, page URL/referrer, cookie or click identifiers and a random event ID. The current integration does not send your waitlist email, typed form content or licence keys. For checkout and purchase events it sends the actual rand amount and ZAR currency, with a non-identifying event ID to prevent duplicates. Automatic advanced matching is disabled. Purchase measurement takes place on a generic payment-return page before the private licence page opens. Meta may relate events to advertising activity under its own privacy terms.

Advertising code is not loaded on private customer or admin pages. A Purchase event is emitted only after a verified public payment, with duplicate protection. Private owner tests are excluded. Browser blocking, declined consent or closing checkout before returning can prevent measurement; licence delivery still works. Declining Meta measurement does not stop the limited first-party operation and attribution described above. Where applicable law requires consent for additional non-essential storage, that requirement continues to apply; this notice does not override it.

Withdrawing and managing storage

Changing your choice stops future optional measurement; it cannot recall events already received by Meta. You can also clear or block cookies in your browser, though this may sign you out of necessary customer access. Meta controls its own retention and account settings. See Meta's Privacy Policy for its use of data. Contact info@atlas-ui.com for Atlas-related questions.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.

POLICY / 08

Company and contact information

Brand: Atlas UI / Atlas.

Legal seller: Indico Group (Pty) Ltd., a private company registered in South Africa.

Registration number: 2020/020444/07.

Website: https://atlas-ui.com.

Customer support, delivery, cancellations and refunds: support@atlas-ui.com.

General and privacy enquiries: info@atlas-ui.com.

South African contact number: +27 83 605 0658. Email is the preferred route for written order records; publishing this number does not promise 24-hour telephone support.

Physical business/office address: Unit 51 Fernel Park Ridge, Olympus, Pretoria, Gauteng, 0081, South Africa.

Address for legal service/notices: 659 Fenwick St, Moreletapark, Pretoria, Gauteng, 0181, South Africa.

Sole director: Jean-Jaques Martin Nel.

Information Officer: Jean-Jaques Martin Nel. Registration **2026-069409**, registered 15 October 2026. **Privacy/PAIA contact:** info@atlas-ui.com. See the PAIA manual for records, request forms, fees and remedies.

Industry memberships/accreditation and voluntary dispute-resolution schemes: None declared by Indico. No voluntary industry-code affiliation is claimed. This does not remove any applicable statutory regulator or dispute-resolution route.

Support hours: Monday–Friday, 09:00–17:00 South Africa time, excluding South African public holidays. We aim to acknowledge emails within two business days. This is an acknowledgement target, not a promise that every issue will be resolved in that time.

For technical help, include the app version, Windows version, error message and a short description. For an order problem, include the purchase email and reference. Remove unrelated private information from screenshots. We never need your AI password, API key, full card number or card security code in a support email. If a complaint is unresolved, you retain access to the relevant consumer authorities and legal remedies.

Email support@atlas-ui.com for purchase or product help. Privacy and records: info@atlas-ui.com.