

THE GROUND RULES

Terms and conditions

The terms for using Nature Brain, including accounts, subscriptions and your consumer rights.

Last updated: 25 September 2026

Draft for operator review. Outstanding operator and processing details must be confirmed before publication or store submission.

1. The service and your agreement

Operator details for this draft are awaiting confirmation: legal name, postal/business address, public contact email, website domain and, if applicable, business registration details. These terms are not ready to take effect until the responsible contracting party and contact route are identified.

These terms govern your use of the Nature Brain mobile app and website, including animal identification practice, daily map activities, exploration and learning progress. They apply when you enter into an agreement to use the service. We make them available before that agreement and you can save a copy. Mandatory consumer rights always apply.

The intended minimum age and requirements for parental involvement must be confirmed before release. Anyone making a purchase must have legal capacity to enter the agreement or the legally required authorisation from a parent or guardian. A store age rating does not replace those requirements.

2. Accounts and guest progress

You may start with a guest identity. To protect access to guest progress, link it to the available sign-in method, such as Apple or a verified email address and password. Guest progress may be unrecoverable if you uninstall the app, clear its data or lose the device before linking an account. Registration does not guarantee recovery of an already lost guest identity.

Provide accurate account information, keep sign-in details secure and tell us if you believe someone else is using your account. You are not automatically responsible for activity outside your control. Free features, usage limits and Premium features are described in the app and may differ; the purchase screen describes the paid service you choose.

3. Responsible use and educational content

Use Nature Brain lawfully. Do not attempt to access other people's accounts or non-public systems, bypass paid access or security controls, introduce malware, disrupt the service, or send unlawful, abusive or misleading reports. These restrictions do not limit rights that the law gives you, including applicable rights concerning interoperability and security research.

Animal names, images, observations, range maps and educational facts can contain mistakes, omissions or outdated information. They support learning, not professional wildlife, veterinary or safety advice. Do not rely on the app to decide whether an animal is safe to approach, handle or eat. Observation records do not prove an animal's native range or its presence at a particular time. Report errors through the available feedback function or contact us.

4. App licence and third-party content

We and our licensors retain rights in the app, brand and original content. You receive a personal, non-exclusive right to use the service for its intended purpose, subject to these terms and applicable store rules. Third-party photographs, data, open-source software and maps retain their own licences; those licences may give you additional rights. Credits and source links are available in the app and on the website.

For the iOS app, Apple's Standard End User License Agreement governs the app licence. These terms supplement it for the Nature Brain service and do not replace it with a custom Apple EULA. If a provision conflicts on an app-licence matter, Apple's Standard EULA applies, subject always to mandatory law. Apple is not the operator of Nature Brain; contact us for service support and complaints. Applicable Apple or Google store terms also govern your relationship with the store.

[Apple Standard EULA](#)

5. Premium subscriptions and payment

Where offered, Premium is available as a monthly or annual subscription. The purchase screen and store confirmation show the price, currency, billing period, included features and any applicable offer before you pay. Those details form part of your purchase. No free trial or Family Sharing benefit is promised unless expressly shown for your purchase.

The store charges your Apple or Google account when you confirm, under its payment rules. Subscriptions renew automatically for the selected period unless cancelled in time. For Apple subscriptions, turn off renewal at least 24 hours before the current period ends; the store may charge within the final 24 hours. Manage or cancel through your store subscription settings or the app's Manage subscription link, where available.

Cancellation normally stops the next renewal and access continues until the paid period ends, subject to refunds, revocation or other store rules. Removing the app, deleting your Nature Brain account or stopping use does not cancel the subscription. Cancel with the store separately. Restore purchases using the available restore function and the relevant store account; account or store verification may be necessary.

Any price change is communicated through the applicable store process, with consent where required and an opportunity to cancel before it applies. We do not change charges retrospectively. If paid access fails to activate or restore, contact us so we can investigate.

[Manage Apple subscriptions](#)

[Manage Google Play subscriptions](#)

6. Refunds, withdrawal and consumer rights

You retain all mandatory rights concerning digital content and services, including conformity, necessary updates, remedies for defects and any applicable right of withdrawal. For EU/EEA consumers, a distance contract normally has a 14-day withdrawal period. Whether an exception applies depends on the product and the legally required information, request or express consent and acknowledgement obtained at checkout. These terms alone do not waive that right.

For purchases billed by a store, use the store's refund or problem-reporting process; you can also contact us for assistance or to exercise statutory rights. If you have a right to withdraw from an agreement with us, send a clear statement identifying your purchase and decision to withdraw to our contact address within the applicable period. A specific form is not required. Any mandatory online withdrawal facility applies in addition. Store procedures do not remove rights you have against the responsible contracting party.

Where the service does not meet the agreement, you may be entitled under applicable law to correction, a price reduction, termination or a refund. We do not apply a blanket no-refunds rule.

[Request an Apple refund](#)

[Google Play refunds](#)

7. Availability, updates and changes

The service needs a compatible device and, for many features, an internet connection. Network or store charges may apply. We aim to keep the service working but cannot promise uninterrupted availability. We provide updates required by applicable law; install relevant updates to keep the app functioning securely.

We may update animal content and make proportionate changes for security, legal compliance, technical compatibility or service improvements. Material changes to a paid service must comply with your contract and applicable consumer law. Where required, we will give advance notice on a durable medium and explain any right to terminate without charge or obtain a refund. We will not use this clause to remove statutory rights or arbitrarily withdraw paid benefits.

If we discontinue a paid service, we will give reasonable notice where possible and provide the remedies required for any undelivered paid period.

8. Ending use or restricting an account

You may stop using the service and delete your account from Profile > Delete account. Deletion is permanent; separately cancel any store subscription. The privacy policy explains what is deleted and any limited retention exceptions.

We may restrict or terminate access where reasonably necessary to address a material breach, fraud, a security threat or a legal obligation. We will act proportionately, explain the reason and allow you to respond or remedy the issue where appropriate, unless doing so would be unlawful or create a security risk. Contact us to challenge a decision. Ending access does not remove mandatory refund or other consumer rights.

9. Responsibility and liability

We are responsible for performing our obligations with reasonable care and skill. Our liability is determined by applicable law. Nothing in these terms excludes or limits liability where that is not legally permitted, including applicable liability for intentional misconduct, gross negligence, death or personal injury, or mandatory consumer remedies.

The educational limitations in section 3 explain the service's intended purpose; they do not excuse a failure to provide what we agreed to supply. You should take reasonable steps to protect your device and account and avoid foreseeable loss.

10. Privacy, complaints and applicable law

Our privacy policy explains the processing of personal data. It is a notice of our practices, not a request for blanket consent. Both documents are available in Dutch and English on the website and as PDFs.

The operator's place of establishment and any choice of governing law must be confirmed before these terms take effect. Any such choice will preserve mandatory consumer protection in your country of habitual residence and the courts available to you under applicable law; these terms do not impose exclusive foreign jurisdiction or mandatory arbitration.

Contact us first if you would like help resolving a complaint; this does not prevent you from contacting a regulator or court directly. If a provision is invalid, the remaining terms continue only to the extent legally permissible. We will give reasonable notice of material changes to these terms and obtain agreement where required; changes do not retrospectively reduce rights attached to an existing purchase. Both language versions are intended to have the same meaning, and no translation overrides mandatory consumer protections.