

Reellife Terms of Service

Draft for legal review — not legal advice. Effective Date: 2026-09-22

These Terms of Service (the “**Terms**”) govern your access to and use of **Reellife** (also referred to as Reel Life / Reallife) websites, ordering flows, and related services (the “**Service**”), including <https://www.reellife.me> (Terms: <https://www.reellife.me/terms>; Privacy: <https://www.reellife.me/privacy>).

The Service is operated by:

Nomiki Ltd. (also styled **NOMIKI LTD**) (“**Reellife**,” “**we**,” “**us**,” or “**our**”)
Hebrew: מ"עב יק"מונ.
Melchett 30, Tel Aviv, Israel (State of Israel) (*public address confirmed 2026-09-08*)
Company number: **517269692** (incorporated 5 January 2026)
Contact: hello@reellife.app

Merchant of record. Purchases are sold and invoiced by **Polar** (<https://polar.sh>) as merchant of record; Polar appears on the customer invoice / payment descriptor (Tom confirmed 2026-09-08). The Reellife Service is operated by **Nomiki Ltd.** as described above. Polar processes checkout and related payment data under its own terms and privacy notice.

By accessing or using the Service, creating an order, uploading Content, or purchasing Output, you agree to these Terms and our Privacy Policy. If you do not agree, do not use the Service.

1. The Service

Reellife produces a dual-end-anchored morph / memory film with music from personal photos you upload in order (the “**Output**”). The Service is positioned as a **personal memory gift** (Once Upon-adjacent), with a primary early focus on babies / first-year films and other family keepsakes.

Launch SKUs (one-time purchase; no subscription at launch):

SKU	Price (USD)	Approximate length
Standard Film	\$39	~30 seconds
Extended Film	\$59	~45–50 seconds

Prices, features, and availability may change; you will be charged the price shown at checkout for the SKU you select. Instagram: [@reellifeai](https://www.instagram.com/reellifeai).

The Service uses third-party AI video technology. Output is generative and may contain artifacts, imperfect morphs, or other AI limitations (see Section 11).

2. Eligibility; adult-only use; children's photos

2.1 Adult-only accounts and orders

You must be an adult with legal capacity to enter these Terms. You must be at least **18**. The Service is **not** directed to children creating or managing accounts or orders. Do not allow a child under **18** to create an account, place an order, or upload Content directly.

2.2 Parental / authority warranty for photos of children

If you upload photos depicting minors, you represent and warrant that:

1. you are an adult;
2. you have parental responsibility, legal guardianship, or other lawful authority and consent to upload and process those images for a personal / gift purpose; and
3. your use will not violate privacy, publicity, or other rights of any person depicted.

We process such images only to provide the Service as described in the Privacy Policy—not for advertising reuse and not for training on your photos.

3. Accounts, orders, and communications

You agree to provide accurate contact information (including a working email) and to keep it updated. You are responsible for activity under your order email / account credentials. Transactional emails about order status, delivery, and support may be sent to the address you provide.

Notify us promptly at hello@reellife.app of unauthorized use or security concerns.

4. Your Content; licenses; ownership of Output

4.1 Definitions

- “**Content**” means photos and any text, instructions, captions, or other materials you submit.
- “**Output**” means the generated memory film (and related deliverables such as a private viewing link, if provided) produced by the Service from your Content.

4.2 You retain ownership of your photos

You retain ownership of the photos and other Content you upload, subject to the rights of any third parties in that Content (for example, photographers' copyright or depicted persons' rights).

4.3 Limited license to Reellife

You grant Reellife a **limited, non-exclusive, worldwide, royalty-free license** to host, store, reproduce, modify, transform, transmit, and otherwise process your Content **solely** to:

- operate and provide the Service (including sending Content to AI processors named in the Privacy Policy, currently including **fal.ai / Kling 2.1 Pro**);
 - deliver Output to you;
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- provide support, security, and abuse prevention; and
- comply with law.

This license ends when your applicable Content is deleted from our active systems, except for residual copies in backups for a limited period, security logs, and records we must retain for legal / tax purposes as described in the Privacy Policy.

We do **not** claim ownership of your personal photos. We do **not** use your photos to train our models, and we do **not** use customer photos in advertising without your specific prior permission (see Privacy Policy).

4.4 Output — personal / non-commercial gift use

Subject to these Terms and any third-party rights in the source Content or music components:

- **You may keep and use the Output for personal, non-commercial gift and keepsake purposes**, including private sharing with family and friends.
- You may not resell the Output as a standalone commercial product, use the Service or Output to operate a competing commercial film service, remove notices from files where present, or claim that Output is an unaltered documentary recording if that would be misleading.
- Music, fonts, templates, software, trademarks, and other Reellife or licensor materials remain owned by Reellife or its licensors. Your rights in Output do not transfer ownership of those underlying elements beyond the personal-use license needed to enjoy the film.

Soundtrack music at launch is **generatively produced** for your film. Your personal / non-commercial gift license in the Output includes that generative soundtrack for private keepsake use. Commercial redistribution of the soundtrack as a standalone track, or reuse outside the gifted film, is not granted. *(Provisional soft-launch wording — counsel may tighten license scope / attribution later; no stronger ownership claims.)*

4.5 Your responsibilities for Content

You represent and warrant that you have all rights, consents, and lawful bases needed to upload Content and to authorize processing as described here, including rights in likenesses, voices (if any), and children's images where applicable.

5. Acceptable Use Policy (AUP)

You may use the Service only for lawful, personal gift / memory purposes. You agree **not** to upload Content or use the Service to:

1. **CSAM / child sexual exploitation** — create, upload, solicit, or distribute any sexual content involving minors (including fictional or AI-generated depictions). We have a **zero-tolerance** policy and will report and cooperate with authorities as required.
2. **Non-consensual intimate imagery or synthetic sexual misuse** — including “revenge porn,” non-consensual intimate deepfakes, or sexualization of anyone without required lawful consent.
3. **Deceptive deepfakes / impersonation** — create Output intended to deceive others about a person's words, actions, or endorsement, or to commit fraud, defamation, or election / identity interference.
4. **Unauthorized likeness / rights violations** — use someone's image, name, or personal data without rights or consent, or infringe copyright, trademark, or other IP.
5. **Harassment, hate, or violent abuse** — threaten, exploit, or target individuals, or generate extreme violent or hateful content outside lawful personal keepsake context.

6. **Illegal activity** — violate any applicable law or regulation.
7. **Security abuse** — probe, scrape, reverse engineer (except where mandatory law allows), overload, bypass paywalls or link controls, or interfere with the Service.
8. **Misleading commercial use** — present AI Output as an official government, medical, or institutional record, or as unaltered documentary evidence, in a deceptive way.

We may refuse, hold, remove, cancel, or disable access to orders or Output that appear unsafe, abusive, unlawful, fraudulent, or outside the intended gift use case, and we may preserve data for investigations as required by law.

6. Privacy; AI processors; international processing

Our Privacy Policy explains what we collect and how we process personal data. By using the Service you acknowledge that Content may be processed by third-party AI providers (**including fal.ai and Kling 2.1 Pro via fal.ai**) and other processors, which may involve **international transfers**.

Key privacy commitments reflected in the Privacy Policy include:

- no training on user photos by Reellife;
 - no marketing reuse of customer photos (especially children) without specific permission;
 - time-boxed retention with on-request deletion (subject to legal / tax carve-outs); and
 - share-link caution (anyone with the link may view Output).
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7. Orders, payment, delivery, and taxes

7.1 One-time purchases

At launch, SKUs are **flat one-time purchases**, not subscriptions. Checkout and payment are processed via **Polar** (<https://polar.sh>) as merchant of record (Polar appears on the invoice). You authorize charges for the selected SKU plus any disclosed taxes or fees.

7.2 Delivery

After successful payment and processing, we will make Output available via the method described at checkout (for example, download and/or a private share link) and/or email notice to your order address. Generation times vary and are not guaranteed; AI pipelines may experience queue or failure. If generation fails after payment, contact hello@reellife.app for regeneration or other remedy consistent with Section 8.

7.3 Access controls and soft-launch limitations

Privacy / access controls (Byte verify 2026-09-08; soft-launch under-claim locked 2026-09-22). The product app does not publicly list projects by default. You may create and revoke private share links. **Soft-deleting a project does not revoke existing share links** — a previously shared link may keep working until separately revoked. Soft-delete removes a project from your library / access-gated views but **does not guarantee an immediate hard wipe** of uploaded media from storage. Media deletion/purge is therefore not promised as instantaneous. See the Privacy Policy for the full wording. Sharing a link is your responsibility (see Privacy Policy share-link warning).

8. Refunds and consumer rights

Refund policy: If we fail to deliver a usable Output for a paid order, you are entitled to a **full refund**. In addition, we offer a **30-day money-back guarantee** from the purchase date for paid films (contact hello@reellife.app).

Mandatory consumer-law rights are not limited where they cannot be waived. (*Updated 2026-09-08.*) Abuse (for example repeated refunds without good faith use) may lead us to refuse further refunds or Service use.

Digital goods / soft-launch refunds. Output is a digital good. For soft launch we rely on our **refund policy above** (full refund if we fail to deliver a usable Output, plus the **30-day money-back guarantee**) and on any non-waivable consumer rights under mandatory law. We are **not** requiring a separate Israeli immediate-performance / cooling-off checkout checkbox at soft launch. Counsel may add statutory cooling-off / immediate-performance consent copy later if needed; it is **not** a publish blocker for these Terms.

Nothing in these Terms limits **non-waivable consumer rights** under mandatory applicable law.

9. Intellectual property of Reellife

The Service, software, branding (including “Reellife,” “Reel Life,” and related marks), site design, and documentation are owned by Reellife or its licensors. Except for the limited rights expressly granted to use Output for personal / non-commercial gift purposes, no license is granted to copy, modify, or commercially exploit the Service or Reellife IP.

10. Third-party services

The Service depends on third parties (hosting, payments, email, analytics, and AI providers such as fal.ai / Kling). Third-party outages, policy changes, or model behavior may affect quality or availability. We are not responsible for third-party sites you visit (including Instagram [@reellifeai](https://www.instagram.com/reellifeai)) beyond our own Service.

11. Disclaimers (including AI artifacts)

THE SERVICE AND OUTPUT ARE PROVIDED “**AS IS**” AND “**AS AVAILABLE**.” TO THE MAXIMUM EXTENT PERMITTED BY LAW, WE DISCLAIM ALL WARRANTIES, WHETHER EXPRESS, IMPLIED, OR STATUTORY, INCLUDING MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT.

AI artifact disclaimer. Generative video may include morph artifacts, unnatural motion, facial distortion, timing quirks, incomplete transitions, or other imperfections. Output is a stylized memory film, **not** a guaranteed photorealistic or documentary-accurate reconstruction. We do not warrant that Output will meet subjective aesthetic expectations or be error-free.

We do not warrant uninterrupted or secure operation, or that Content will never be lost. Please keep your own copies of important photos.

Some jurisdictions do not allow certain disclaimers; in those places, disclaimers apply to the fullest extent permitted, and **mandatory consumer rights remain reserved**.

12. Limitation of liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW:

1. REELLIFE AND ITS OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS WILL NOT BE LIABLE FOR INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES, OR FOR LOST PROFITS, LOST DATA, OR BUSINESS INTERRUPTION, ARISING OUT OF OR RELATED TO THE SERVICE OR OUTPUT, EVEN IF ADVISED OF THE POSSIBILITY.
2. **Fee-based cap.** OUR TOTAL LIABILITY FOR ANY CLAIM ARISING OUT OF OR RELATED TO THE SERVICE OR THESE TERMS WILL NOT EXCEED THE GREATER OF (A) THE AMOUNTS YOU PAID TO REELLIFE FOR THE SPECIFIC ORDER GIVING RISE TO THE CLAIM IN THE 6 MONTHS BEFORE THE CLAIM, OR (B) **USD \$39**. *(Soft-launch provisional: 6-month fees lookback + \$39 floor, patterned on Nomiki Ltd. Terms of Service §12.3 / Standard Film price. Counsel may tighten later; mandatory consumer-rights carve-out below always applies.)*

Consumer carve-out. Nothing in these Terms excludes or limits liability that cannot be excluded or limited under mandatory applicable law (including liability for fraud, or certain personal injury liabilities where such limits are prohibited).

13. Indemnity

To the extent permitted by law, you will indemnify and hold harmless Reellife and its personnel from claims, damages, losses, and expenses (including reasonable attorneys' fees) arising out of: (a) your Content; (b) your breach of these Terms or the AUP; (c) your violation of others' rights (including likeness and children's privacy rights); or (d) your misuse of Output.

14. Suspension and termination

We may suspend or terminate access to the Service or cancel an order if you materially breach these Terms, if required by law, or if needed to protect the Service or others. You may stop using the Service at any time and may request deletion as described in the Privacy Policy. Provisions that by nature should survive (including ownership clarifications, AUP enforcement, disclaimers, liability limits, indemnity, and governing law) will survive termination.

15. Changes to the Service and Terms

We may modify the Service (including SKUs, pricing for future orders, and features) and may update these Terms. For material Terms changes, we will update the Effective Date and post the revised Terms on the Service; where required, we will provide additional notice. Continued use after the Effective Date constitutes acceptance to the extent permitted by law. If you do not agree, stop using the Service.

16. Governing law and venue

Governing law: Laws of the **State of Israel**, without regard to conflict-of-law rules that would require a different result. *(Proposed 2026-09-08; counsel to confirm.)*

Venue: Subject to any mandatory consumer-protection rights that cannot be waived, exclusive venue is the competent courts of **Tel Aviv-Yafo**, Israel. *(Proposed 2026-09-08; counsel to confirm.)*

Mandatory consumer protections in your country of residence may also apply and are not waived where waiver is prohibited.

17. General

These Terms, together with the Privacy Policy and any order-specific disclosures at checkout, are the entire agreement between you and Reellife regarding the Service. If any provision is unenforceable, the remainder stays in effect. Our failure to enforce a provision is not a waiver. You may not assign these Terms without our consent; we may assign them in connection with a merger, acquisition, or asset transfer. Notices may be sent to the email associated with your order or posted on the Service. Section headings are for convenience only.

For questions: **hello@reellife.app**.

This document is a preparation draft for delivery to Tom Reuveni and Chief for review by a qualified lawyer. It is not legal advice and does not create an attorney–client relationship. Harv / drafters are not acting as your attorney.