Terms of service

Effective 1 November 2026

This is a translation. The Danish version is the one that applies.

1. Who you contract with

Striive is operated by Striive v/ Mathias Quist Michaelsen, Midgårdsvej 10, 8800 Viborg, Denmark, CVR no. 46826159 ("Striive", "we", "us"). You can always reach us at admin@striiveai.com. We answer in Danish and English.

These terms apply to every agreement about Striive, whether you act as a consumer or as a business. Where a rule applies only to consumers or only to businesses, it says so expressly. "You" are the customer who makes the agreement; if you act on behalf of a business, the business becomes the customer.

The data processing agreement (striiveai.com/en/legal/data-processing-agreement) is an annex to and part of these terms. How we process personal data about you is described in the privacy policy (striiveai.com/en/legal/privacy).

The Danish version of these terms governs. This English version is a translation.

2. What you get

A subscription gives you the right to build, edit and publish one website with Striive. It includes:

- the visual editor and the AI assistant,
- hosting of the website on servers in the EU (Google Cloud, Stockholm),
- an address under striiveai.com and the option to connect your own domain with an automatic HTTPS certificate,
- cookie banner, consent management, cookie declaration and records of visitors' consent,
- contact forms, the compliance review and the other features described on striiveai.com when you bought,
- an unlimited number of members of the website's team.

We develop Striive continuously. We may add, change and remove features, but we do not remove a material feature you pay for during a running billing period without letting you cancel with a proportionate refund.

3. How the agreement is made

You create the subscription at app.striiveai.com/signup: you enter your e-mail address, the website's name and the billing interval, accept these terms and the privacy policy, and pay in Stripe Checkout. The agreement is made when payment is completed. If you take over a demo site we made for your business, the agreement is made when you confirm the takeover in Stripe Checkout.

You must be at least 18. If you buy as a business, you tick this in Stripe Checkout and give the business's name and CVR or VAT number, so the invoices are made out to the business, and you confirm that you have authority to bind it. If you buy as a consumer, the rules that apply to consumers apply, including the

right of withdrawal in section 7.

Straight after the purchase we e-mail you an order confirmation with these terms, the data processing agreement, the privacy policy and the withdrawal form attached as PDF files, together with the consents you gave at purchase and when you gave them. We keep the version of the documents you accepted.

4. Prices and payment

The subscription costs DKK 249 a month or DKK 2,490 a year including 25% VAT. Without VAT, the price is DKK 199.20 a month or DKK 1,992 a year. Prices are final and include all taxes and charges. Striive v/ Mathias Quist Michaelsen is registered for VAT under VAT number DK46826159. The price you pay is always the one Stripe Checkout shows before you pay.

You pay by card through our payment provider, Stripe. We never see your card number. The subscription is paid in advance for each period and renews automatically for a new period of the same length until it is cancelled. Payment is taken from your card on the renewal date.

If you start a new subscription yourself, the price is lower at the start. Paid monthly, the subscription costs DKK 99 a month including VAT (DKK 79.20 without VAT) for the first 4 months – then DKK 249 a month including VAT. Paid yearly, the first year costs DKK 1,890 including VAT (DKK 1,512 without VAT) – then DKK 2,490 a year including VAT. When the first 4 months or the first year have passed, the subscription renews automatically at the full price, without you doing anything. We remind you by e-mail 7 days before the first payment at the full price.

The price for the first months is given once per customer and does not apply when you take over a demo site (section 6). If the e-mail address you use has had the price before, we show you the full price before you pay. If the card you pay with has had the price before under another e-mail address, you keep your first payment, and from the second payment you pay the full price.

If you switch between monthly and yearly billing, the switch takes effect at once. You are credited for the unused part of the paid period, and the difference is charged to your card. If you switch from monthly to yearly billing in the first 4 months, you pay the first-year price for yearly billing. If you switch from yearly to monthly billing, the first-year price ends and you pay the full monthly price.

A promotion code is entered when you pay and replaces the price for the first months: it reduces the subscription price for the months the code covers, and after them you pay the full price. A promotion code never reduces payment for AI usage beyond the included amount (section 5).

Stripe e-mails receipts and invoices to you, and you can always see them under Settings → Billing in the editor.

5. AI usage

Each subscription includes AI usage worth DKK 40 per billing month. The period follows the date of your purchase. Unused usage does not carry over to the next month. When you start your first subscription, you also receive a one-time credit of DKK 175 for AI usage, valid for 12 months. The credit is given once per customer: if the e-mail address or the payment card you use has been used for a subscription with us before, including when taking over a demo site, you receive no new credit.

When the included usage is spent, the AI assistant stops until a person who manages billing for the website accepts in the editor that further usage is invoiced. The acceptance applies until it is withdrawn.

Further usage is charged by actual use: the AI provider's list price for the model used, plus a 20% surcharge. The list price is in US dollars and is converted to kroner at Danmarks Nationalbank's official rate on the first banking day of the month; that rate applies for the whole month. Usage is measured in kroner and invoiced in arrears through Stripe after each month on a separate invoice charged to your card. The amounts in this section exclude VAT; VAT is added on the invoice. You can see your usage in the editor at any time.

For safety, AI usage for a website stops if it reaches a limit we set from the AI provider's prices in a billing month, today about DKK 800. Write to us if the limit should be raised.

Payment for AI usage beyond the included amount is not refunded, also not when you withdraw (section 7) or use the money-back guarantee (section 8). If you withdraw or use the guarantee, the unused part of the one-time credit ends.

6. Free trial when you take over a demo site

If we have made a demo site for your business, you can take it over with a free trial of 60 days. You give a payment card when you take over, but the subscription is first charged when the trial ends. AI usage beyond the included amount is paid from day one under section 5. Promotion codes cannot be used on a takeover.

When the trial ends, the subscription continues at the full price, DKK 249 a month or DKK 2,490 a year including VAT, and renews automatically. The price for the first months in section 4 does not apply to a takeover.

There is no money-back guarantee when you take over a demo site: the 60 free days are your risk-free period. The right of withdrawal in section 7 applies as for other agreements.

We remind you of the first charge 14 days, 3 days and on the day before it is taken. If you cancel before the trial ends, you pay nothing for the subscription, and section 10 on cancellation applies. If the card cannot be charged when the trial ends, the subscription ends.

7. Right of withdrawal for consumers

If you are a consumer, you have a 14-day right of withdrawal from the day the agreement is made.

You withdraw with the «Fortryd aftale» (withdraw from the agreement) function under Settings → Billing in the editor. It is shown while the period runs. You confirm your name, which agreement it concerns and the e-mail address the receipt should go to, and press «Bekræft fortrydelse» (confirm withdrawal). We e-mail you a receipt for your withdrawal at once. You can also withdraw by writing to admin@striiveai.com or sending the withdrawal form (striiveai.com/en/legal/withdrawal-form) before the period expires.

Your website starts at once. That is why, at purchase, we ask you to expressly request that performance begins immediately.

If you withdraw within the 14 days, we refund all payments for the subscription in full, with no deduction for the time the website has run, no later than 14 days after we receive your notice. We refund to the means of payment you used and issue a credit note. The subscription ends at once, and section 8 on the website and the AI credit applies here too. AI usage beyond the included amount that you asked for and used is paid under section 5.

8. 30-day money-back guarantee

In addition to the right of withdrawal, we give a money-back guarantee. Within 30 days of your first payment for the subscription, you can cancel it with immediate effect and get all payments for the subscription back. The guarantee applies whether you act as a consumer or as a business.

The guarantee covers payments for the subscription itself only. It does not cover payment for AI usage beyond the included amount (section 5) or add-ons, such as extra storage.

The guarantee is given once per customer. If the payment card or the e-mail address you use has been used for a subscription on which the guarantee was used, it does not apply again. It does not apply when you take over a demo site (section 6), nor to a subscription paid with a 100% promotion code, as nothing has been paid.

You use the guarantee under Settings → Billing in the editor with the «Cancel and get my money back» button, shown for the first 30 days. The subscription ends at once. We refund the payments for the subscription to the means of payment you used no later than 14 days after, issue a credit note and e-mail you a receipt. The unused part of the one-time AI credit ends.

The website goes offline at once. We keep it for 30 days so you can resume the subscription and get it back unchanged, and then delete it as described in section 10. A subscription you start again costs the full price, with no price for the first months and no guarantee.

The guarantee is in addition to the rights you have by law, including the right of withdrawal (section 7) and the rules on defects, and does not limit them.

9. If a renewal is not paid

If a renewal cannot be charged, we e-mail you, and your website and the editor carry on for 14 days. We remind you 7 and 2 days before the deadline. If you pay, or add a card that works, everything continues as before.

If payment has not been made after 14 days, the website is locked: the public site goes offline, and the editor shows only the option to pay. While the website is locked we take no new payments, and locked days are never charged. AI usage from before the lock that falls due while it lasts is not charged during the lock; it is charged when the website is unlocked. Paying the one unpaid invoice reopens everything at once.

We remind you of the lock 7, 14, 21, 28 and 58 days after it took effect. 90 days after the lock we delete the website and its content, and the subscription ends. We e-mail you 7 days before the deletion. The unpaid invoice is cancelled on deletion.

10. Cancellation and deletion

You can cancel the subscription at any time under Settings → Billing in the editor. Cancellation takes effect at the end of the period you have paid for, and you can undo it until then. We confirm the cancellation and remind you 7 and 2 days before the website goes offline. If you have an unpaid invoice, it must be paid or section 9 followed before you can cancel.

If you are a consumer, you may also, once 5 months have passed since the agreement was made, cancel with 1 month’s notice to the end of a month. If you pay yearly, you do so under Settings → Billing in the editor with «Opsig årsabonnementet» (cancel the yearly plan), which shows the date the subscription

stops and how many months you get back. You can also write to admin@striiveai.com. We refund proportionately the whole months you have paid for after the end date, with a credit note, when the subscription ends. If you are a business, you are bound by the yearly period you have paid for.

Except as set out in section 7 (right of withdrawal), section 8 (money-back guarantee) and the previous paragraph, we do not refund a period that has started.

When the subscription has ended, the website goes offline and visitors see a page saying it is unavailable. We keep the website for 30 days so you can resume the subscription and get it back unchanged. After that we delete the website with all content, media, form submissions and consent records. We e-mail you 7 days before the deletion. Backups are deleted automatically no later than 30 days after that.

Until the deletion you can download consent records in the editor, and write to admin@striiveai.com for a copy of the website's content, media and form submissions in a common, machine-readable format.

Invoices and accounting records are kept for five years after the end of the financial year they relate to, as the Danish Bookkeeping Act requires.

11. Your responsibility for your website

You, not Striive, are solely responsible for the content you and your team publish and for your website complying with the law that applies to it. That includes:

- cookie consent and the consent categories you assign to scripts, videos and other embedded content,
- your own privacy policy and cookie declaration,
- the information you collect through forms and how you use it,
- third-party code and content you add,
- marketing, prices and terms you state to your own customers,
- labelling AI-generated content where the law requires it (section 13).

Striive provides tools, including the cookie banner, consent management, cookie declaration, consent records and the compliance review, but we do not warrant that your configuration of them or your website is lawful.

You make sure everyone on your team keeps their sign-in safe: their e-mail account (we send sign-in codes there), the devices their passkeys are on and their authenticator app, and you are responsible for what happens to your website from their accounts.

12. What you may not use Striive for, and how we enforce it

You may not use Striive to publish or distribute:

- illegal content, including child sexual abuse material, terrorist content, illegal hate speech, threats and illegal products or services,
- content that infringes others' copyright, trademarks, privacy or other rights,
- phishing, fraud, malware or misleading impersonation of other businesses or people,
- spam or unsolicited marketing,

- anything that attacks, unreasonably loads or tries to get around the security of Striive or other systems.

We do not monitor your content in general. Anyone can report content they believe is illegal at striiveai.com/en/report-content. We confirm receipt, assess the report carefully and objectively by a person and without automated decisions, and tell the reporter the outcome.

If the content is illegal or in breach of this section, we may remove it or restrict access to it, or take the website offline temporarily where necessary. We choose the least intrusive step that solves the problem. At the same time we send you a statement of reasons: what we did, why, what information we relied on, and which legal ground or which section of these terms applies.

If you disagree, reply to our e-mail. We then review the case again and give you a reasoned answer. You may also take the matter to a certified out-of-court dispute settlement body under the Digital Services Act, or to the courts.

If we become aware of information giving rise to a suspicion of a criminal offence that threatens someone's life or safety, we inform the police at once.

Repeated or serious breaches may lead us to terminate the agreement with immediate effect. If you are a consumer, we then refund the prepaid part of the period proportionately.

13. The AI assistant and what it writes

The AI assistant is an AI system. What it suggests and writes may be wrong, incomplete or resemble others' material. Review the content before you publish it. What you publish is your responsibility under section 11.

If you publish AI-generated text to inform the public on matters of public interest, or images, audio or video that appear authentic but are AI-generated, you must label it as the AI Act requires.

To answer, we send your messages and the website content the assistant needs, including form submissions if you ask the assistant to work with them, to the AI providers named in the list of sub-processors. We do not use your content to train AI models. Conversations are kept until you delete them and are erased 30 days after that.

We claim no rights in what the assistant writes for you.

14. The compliance review is guidance

The compliance review in Striive is guidance, not legal advice. Its automatic checks cover part of the rules and can be wrong in both directions. A result with no findings is not a statement that the website is lawful, and we are not liable for you acting or not acting on the review.

15. Rights in content

You keep all rights in your content. You give us the non-exclusive right to store, process, copy and display the content to the extent needed to provide Striive to you, including for backups.

You warrant that you have the right to the content you put on the website, and you indemnify us if a third party rightly brings a claim against us because of it.

Striive's software, design and trademark belong to us or our licensors. Striive is built on Instatic, open-source software under its own licence.

16. The reference library

Striive has a reference library of screenshots of public websites that customers and the AI assistant use as design inspiration. You give us a non-exclusive, royalty-free right, for as long as your website is published, to take screenshots of the published website, store them, show them with the website's name to other Striive customers in the library, and give them to the AI assistant as inspiration for other customers' websites.

The library shows design as inspiration. Striive never reuses your images or text on other websites. The right covers only what you are entitled to give: images, logos and text that belong to others are not included.

You can opt out of the library at any time under Settings in the editor or by writing to admin@striiveai.com. We then remove the website from the library at once and take no new screenshots of it.

17. Personal data

For the personal data that forms part of your website, such as form submissions, visitors' consent answers and information about your team, you are the controller and Striive is the processor. The data processing agreement governs that processing and is part of these terms.

For information about you as a customer, such as your account and payment, Striive is the controller. That is described in the privacy policy.

18. Temporary suspension

Besides sections 9 and 12, we may temporarily take a website or an account offline if that is necessary to avert a security risk to Striive, other customers or third parties, or if the law or an authority requires it. We tell you and let you put it right unless it is urgent, and we reopen as soon as the reason is gone.

19. Service and liability

We work to keep Striive available, fast and secure, and back up every website several times a day. Striive is nevertheless provided without a guaranteed uptime (SLA), and interruptions may occur, for example during maintenance.

If you are a business, our total liability under the agreement is limited to the amount you paid for the subscription in the 12 months before the event giving rise to the claim, and we are not liable for indirect loss, including business interruption, lost revenue, lost profit and loss of data that could have been avoided with your own backups. These limits do not apply to intent or gross negligence.

If you are a consumer, you have the rights the law gives you, and nothing in these terms limits them.

Neither party is liable for circumstances beyond its control that it could not reasonably have foreseen, such as failures at internet or energy providers, war, natural disasters and cyber attacks that could not be averted despite reasonable security measures.

20. Changes to terms and prices

We may change these terms and the prices with at least 30 days' notice by e-mail. The change applies from your first renewal after the notice period. If you do not accept the change, you can cancel the subscription before it takes effect.

Changes that are solely to your benefit, or that new legislation requires, may apply at shorter notice.

The step from the price for the first months to the full price under section 4 is not a price change: it is part of the agreement from the start, and we remind you of it as section 4 describes.

21. Transfer to a company

Striive is a sole proprietorship that Mathias Quist Michaelsen operates personally, and Mathias Quist Michaelsen expects to transfer the business to a private limited company (ApS) owned by Mathias Quist Michaelsen.

Striive reserves the right to transfer its rights and obligations under this agreement, in whole or in part, to an affiliated company or as part of a restructuring (for example, a conversion into an ApS) without prior notice. On a transfer to a new company, the customer agreement continues on unchanged terms. If the customer is a consumer and does not wish to continue the agreement with the new company, the customer may cancel the agreement with immediate effect from the date of the transfer.

We may also transfer the agreement to another party that takes over the operation of Striive, provided your rights under the agreement are not reduced. We then tell you at least 30 days before the transfer, and you may cancel the subscription with effect from the transfer.

22. Complaints, governing law and venue

If you are dissatisfied, write to admin@striiveai.com. We answer as soon as we can and within 14 days at the latest.

If you are a consumer, you can complain to the Danish Consumer Complaints Board (Nævnenes Hus, Forbrugerklagenævnet) through forbrug.dk. If you live in another EU country, you can get guidance from the European Consumer Centre Denmark (forbrugereuropa.dk).

These terms are governed by Danish law. Disputes with businesses are settled by the court in Viborg (Retten i Viborg). Disputes with consumers are settled by the courts the law prescribes.