Website Terms of Use

Effective October 15, 2026 · v1.1.0

These Terms of Use (“**Terms**”) govern your use of the publicly accessible pages of the websites Dealr, Inc. (“**Dealr**”) operates at dealr.com, dealr.cloud, dealertitlesolutions.com, and dealr.tax, including their subdomains (such as documentation, status, and careers pages) (the “**Sites**”), and your access to and use of Dealr’s product documentation, help articles, API references, and related materials wherever Dealr makes them publicly available, including on the Sites and in Dealr’s public source-code repositories (such as on GitHub) (the “**Documentation**”). References in these Terms to the Sites include the Documentation. Publicly accessible pages are pages available without logging in to an account. They do not govern the password-protected Dealr application or services. Access to those is governed by the Master Services Agreement between Dealr and the business you work for or represent (your business) and by the End User Terms presented at login. Both are available at the Dealr Policy Center, and both control over these Terms for application use.

1. Acceptance; use of the Sites

By accessing or using the Sites, or by submitting any form on them, you accept and agree to be bound by these Terms. If you do not agree, do not use the Sites.

You may use the Sites for lawful purposes to learn about and engage with Dealr’s products. You may not: scrape or harvest data; probe or attack the Sites; misrepresent your identity; upload malicious code; frame or mirror the Sites; or use Site content to build competing materials.

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2. Content and IP

The Sites and their content (text, graphics, logos, software) are owned by Dealr or its licensors and protected by IP laws. We grant you a limited, revocable license to view the Sites for their intended purpose. “Dealr,” “dealr.cloud,” “Dealer Title Solutions,” and associated logos are trademarks of Dealr, Inc. No license to them is granted.

2.5 Documentation

Dealr makes the Documentation publicly available so that current and prospective customers, their personnel, and developers building authorized integrations can learn about and use Dealr’s products. Making the Documentation publicly viewable, including in a public repository, does not place it in the public domain or grant any open-source or other license to it. Unless a specific file or repository carries a license notice from Dealr that says otherwise, all rights in the Documentation are reserved.

You may view, download, and print reasonable portions of the Documentation, and copy short excerpts (such as code samples from the API reference), solely to evaluate, use, support, or build authorized integrations with Dealr’s products. You may not, and may not help or permit anyone else to:

(a) copy, reproduce, republish, mirror, or redistribute the Documentation, in whole or in substantial part, or create derivative works of it, except as this section allows;

(b) use the Documentation to design, build, train, or improve a product, service, website, help center, or documentation set that competes with or substitutes for any Dealr product;

(c) use the Documentation to reverse engineer, decompile, replicate, or reconstruct the features, functions, workflows, data structures, calculations, business logic, or user interface of any Dealr product, or to derive its source code or underlying algorithms;

(d) use the Documentation, or any data or content extracted from it, to train, fine-tune, ground, or evaluate an artificial-intelligence or machine-learning model, or include it in a dataset, except for retrieval by a tool you use for your own permitted use under this section;

(e) scrape, crawl, or bulk-download the Documentation by automated means, other than standard search-engine indexing that honors Dealr's robots.txt directives; or

(f) remove, obscure, or alter any copyright, trademark, or other proprietary notice in the Documentation, or present the Documentation or any part of it as your own or as endorsed by Dealr.

Forking, cloning, or otherwise copying a public repository that contains the Documentation, to the extent a hosting platform's own terms allow it, does not grant any right to use the Documentation beyond what this section allows. If your business has an agreement with Dealr that addresses the Documentation, that agreement controls to the extent it conflicts with this section.

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3. Submissions

If you submit ideas, feedback, or suggestions about our products or the Sites (in comments, reviews, or feedback features), you grant Dealr a non-exclusive, perpetual, royalty-free license to use, reproduce, and display them in connection with operating the Sites and providing, improving, and promoting our products, and Dealr may use them without restriction or obligation. Ideas, feedback, and suggestions are not confidential, and Dealr owes no obligation with respect to unsolicited ideas. You represent that they are yours to give, do not infringe anyone's rights, and do not contain another person's confidential or personal information. Contact-form submissions, demo requests, and support inquiries are not covered by this license; we handle them, and the personal information in them, as described in our Privacy Policy. Dealr may screen, refuse, or remove any submission but has no obligation to do so. This section does not apply to data submitted inside the Dealr application, which is governed by your business's agreement with us.

3.5 Copyright complaints (DMCA)

Dealr respects intellectual property rights and responds to notices of alleged copyright infringement that comply with the Digital Millennium Copyright Act, 17 U.S.C. § 512. If you believe content on the Sites infringes your copyright, send a written notice to our designated agent:

- **Designated Copyright Agent:** Copyright Agent, Legal
- **Address:** 1050 Eagle Dr., Loveland, Colorado 80537
- **Email:** dmca@dealr.cloud

To be effective under 17 U.S.C. § 512(c)(3), your notice must include: (a) a physical or electronic signature of the copyright owner or a person authorized to act on the owner's behalf; (b) identification of the copyrighted work claimed to be infringed; (c) identification of the allegedly infringing material and information reasonably sufficient to let us locate it on the Sites; (d) your name, address, telephone number, and email address; (e) a statement that you have a good-faith belief the use is not authorized by the copyright owner, its agent, or the law; and (f) a statement, under penalty of perjury, that the information in the notice is accurate and that you are, or are authorized to act for, the copyright owner.

If material you posted was removed and you believe the removal was a mistake or misidentification, you may send our designated agent a counter-notice meeting the requirements of 17 U.S.C. § 512(g)(3). We will restore the material no sooner than 10 and no later than 14 business days after receiving a compliant counter-notice, unless the complaining party first notifies us that it has filed a court action seeking to restrain the allegedly infringing activity (17 U.S.C. § 512(g)(2)(C)). Dealr will, in appropriate circumstances, terminate the Site access of repeat infringers (17 U.S.C. § 512(i)).

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4. Third-party links

Links to third-party sites are provided for convenience; Dealr is not responsible for their content or practices.

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5. Privacy

Our Privacy Policy describes how we handle personal information on the Sites, including cookies and analytics.

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6. Disclaimers

THE SITES AND THEIR CONTENT ARE PROVIDED "AS IS," WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED. Content is for general information. Product capabilities, pricing, and availability are as stated in an Order Form executed or accepted between Dealr and your business under the Master Services Agreement, not marketing pages. Nothing on the Sites is legal, tax, or compliance advice. This includes the outputs of interactive tools available on public pages (such as the sales-tax rate lookup on dealr.tax). Verify tool outputs with your own professional advisors before relying on them.

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7. Limitation of liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, DEALR'S TOTAL LIABILITY ARISING FROM YOUR USE OF THE SITES WILL NOT EXCEED ONE HUNDRED DOLLARS ($100), AND DEALR IS NOT LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES, OR FOR ANY LOSS OF PROFITS, REVENUE, DATA, OR GOODWILL. *This cap applies only to the public Sites. Liability relating to the Dealr application and services is governed exclusively by the Master Services Agreement between Dealr and your business.*

Nothing in these Terms excludes or limits any liability that cannot be excluded or limited under applicable law, including, where such law so provides, liability for fraud, willful misconduct, or gross negligence. Some jurisdictions do not allow the disclaimer of certain warranties or the limitation or exclusion of certain damages, so parts of Sections 6 and 7 may not apply to you. NEW JERSEY RESIDENTS: the disclaimers in Section 6 and the limitations in Section 7 apply to you only to the extent they are permitted by New Jersey law. No provision of these Terms is intended to limit any clearly established right under New Jersey law.

8. Changes; termination

We may update these Terms by posting the revised version with a new effective date. Continued Site use after posting is acceptance. **Changes to Section 9 (Governing law; dispute resolution), however, apply only to claims that arise after the change takes effect, and only after reasonable advance notice of the change — posting the revised Terms together with a dated notice banner on the Sites or, where we have your contact information, notice by email.** We may suspend or terminate your access to the Sites at any time, for any or no reason, with or without notice, including for suspected violations of these Terms.

9. Governing law; dispute resolution

Colorado law governs these Terms, without regard to conflict-of-laws rules.

(a) **Informal resolution first.** Before starting an arbitration, you and Dealr agree to try to resolve the dispute informally. The party raising a dispute must first send the other party a written notice of dispute describing the claim and the relief sought. A notice of dispute to Dealr goes to the contact address in these Terms, currently legal@dealr.cloud. The parties will then negotiate in good faith for sixty (60) days before either may commence arbitration. The 60-day period does not bar a party from seeking the small-claims or injunctive relief described in item (e) below.

(b) **Binding arbitration.** Any dispute arising out of or relating to the Sites or these Terms that we cannot resolve informally will be resolved by **binding individual arbitration** administered by the American Arbitration Association ("AAA") under its Consumer Arbitration Rules (and, where their own thresholds are met, its Mass Arbitration Supplementary Rules). The arbitration will be seated in Larimer County, Colorado, with hearings conducted by videoconference at either party's request.

(c) **Right to opt out:** you may opt out of this arbitration provision (including the class waiver) by emailing legal@dealr.cloud within thirty (30) days after you first use the Sites following the effective date of these Terms, stating your name, contact information, and that you opt out of arbitration. Opting out does not affect any other provision of these Terms.

(d) **Jury and class waiver. You and Dealr each waive the right to a jury trial and the right to participate in a class, collective, consolidated, or representative action. Claims may be brought only in an individual capacity.**

(e) **Small claims; equitable relief.** Either party may instead pursue an individual claim in small claims court. Dealr may seek injunctive or other equitable relief in the state and federal courts for Larimer County, Colorado, to protect its intellectual property or the security of the Sites.

(f) **If part of this Section is unenforceable.** If the class-action waiver or any other portion of this Section 9 is found unenforceable as to a particular claim, that claim (and only that claim) will proceed in the state and federal courts for Larimer County, Colorado. The remainder of this Section remains in full force.

(g) **Application and services.** Disputes relating to the Dealr application or services follow the arbitration provisions of the Master Services Agreement between Dealr and your business.

10. General

If any provision of these Terms is held unenforceable, it will be enforced to the maximum extent permissible and, if necessary, modified to the minimum extent required to make it enforceable. The remaining provisions remain in full effect. Dealr's failure to enforce any provision of these Terms is not a waiver of it. You may not assign these Terms. Dealr may assign them without restriction. These Terms are the entire agreement between you and Dealr regarding use of the Sites. They do not modify any agreement between Dealr and your business.

Contact: legal@dealr.cloud