

Terms & Conditions

Customer support chatbot and SMS/MMS support messaging programme.
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These Terms & Conditions govern your use of the **727 SRLS** customer support chatbot and of the support messages we exchange with you by SMS/MMS. Please read them before using the Service. By using the chatbot or by sending us a text message, you agree to these Terms.

Programme summary

- **What it is:** a two-way customer support chatbot for the authorised users of organisations that have signed a contract with us. Internal business use only — no marketing or promotional messages are ever sent.
- **Consent:** authorised in the contract signed by your organisation, and confirmed by you — every conversation is started by the user.
- **Message frequency varies** and depends on your use of the support service.
- **Message and data rates may apply.**
- Reply to cancel, for help.

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1. Acceptance of these Terms

These Terms are a binding agreement between you and **727 SRLS** ("we", "us", "our"). They apply in addition to the services agreement signed between us and the organisation that gives you access to our software (your "Organisation"). If anything in these Terms conflicts with that signed agreement, the signed agreement prevails as between us and your Organisation.

2. The Service

The Service is a customer support chatbot that we provide through the custom software we develop for our clients. It helps users with product and service enquiries, account-related questions, troubleshooting, support requests and general guidance. Users interact with the chatbot to resolve issues, obtain information and receive assistance while using the software.

Support conversations may take place inside the software and, where enabled, by two-way SMS/MMS text message. All messages are conversational and transactional in nature: they respond to a request you have made. The Service is for internal business use and is **never** used to send marketing, promotional, advertising or bulk solicitation messages.

3. Eligibility and authorised users

You may use the Service only if you are at least 18 years old (or the age of majority where you live), you are an employee, contractor or other user authorised by your Organisation, and you are the subscriber of the mobile number you use, or you have the subscriber's permission to use it. You must tell us promptly if your number changes or is reassigned, by writing to support@727.services.

4. Consent to receive messages

Your Organisation has agreed, in the written contract it signed with us, that we may contact its authorised users by text message for support purposes, and it is responsible for informing its users of this — you are told about it in the contract or policy that applies to you.

In addition, **every messaging conversation is started by the user**: we reply to messages you send us. By sending a message to the Service, you confirm that you are the subscriber or an authorised user of that mobile number and that you agree to receive support-related text messages from us at that number. Consent to receive text messages is never a condition of any purchase, and we do not send promotional messages of any kind.

5. Message frequency

Message frequency varies and depends entirely on your own use of the support service. Because the Service is conversational, you normally receive a message only in reply to one you have sent. As an indication, a typical support conversation involves approximately 2–10 messages, and many users receive no messages at all in a given month.

6. Cost of messages

Message and data rates may apply. We do not charge you for support messages, but your mobile carrier may charge you for each message sent or received, and for data. Those charges are your responsibility; please check your mobile plan. For questions about charges, contact your carrier.

7. Opt-out and help

Send this keyword	What happens
STOP, STOPALL, UNSUBSCRIBE, CANCEL, END, QUIT	You are unsubscribed immediately. We send one final confirmation message and then stop sending you SMS.
START, UNSTOP, YES	You resume receiving support messages. Writing to us again also resumes the conversation.
HELP, INFO	We reply with our name and how to reach support.

You can also opt out or get help by emailing support@727.services. Opting out of text messages does not close your support request and does not affect your access to the software; where another support channel is available we will use it instead.

8. Carriers and delivery

Delivery of messages depends on transmission by mobile network operators and is not guaranteed. Messages may be delayed, blocked or undelivered for reasons outside our control, including network conditions, carrier filtering, roaming, or your device being switched off. **Carriers are not liable for delayed or undelivered messages.** The Service is supported on the major mobile carriers, but carrier participation and availability may change without notice.

9. Not for emergencies

The Service is not monitored continuously and must not be used to report emergencies or urgent safety issues. In an emergency, call your local emergency number — 112 in the European Union, 911 in the United States — or your local emergency services.

10. Acceptable use

- Use the Service only for legitimate support purposes relating to the software licensed to your Organisation.
- Do not send unlawful, abusive, threatening, defamatory, obscene or discriminatory content.
- Do not send passwords, payment card numbers, health data or other confidential or sensitive information by text message; text messages are not encrypted end-to-end.
- Do not send information about other people without a lawful basis for doing so.
- Do not attempt to disrupt, overload, probe, reverse-engineer or gain unauthorised access to the Service, and do not use automated systems to send bulk messages to it.
- Do not attempt to induce the chatbot to produce unlawful or harmful output, or to disclose information you are not authorised to see.

We may suspend or terminate access to the Service if these rules are broken, or where required to protect our systems, our users, or to comply with law or carrier requirements.

11. Automated responses

Replies may be generated automatically by the chatbot and can occasionally be incomplete or inaccurate. They are provided for support purposes only and do not constitute legal, financial, tax, medical or other professional advice. You can ask to be transferred to a human specialist at any time, and you should verify any information before relying on it for an important decision.

12. Availability and changes to the Service

We aim to keep the Service available, but it may be interrupted for maintenance, updates, or reasons outside our control, and we may add, change or withdraw features. Any service levels that apply are those set out in the agreement signed with your Organisation.

13. Privacy

We handle personal information as described in our [Privacy Policy](#), which forms part of these Terms. In particular: **no mobile information will be shared with third parties or affiliates for marketing or promotional purposes**, and SMS opt-in and consent data is never shared with any third party.

14. Intellectual property

The Service, the software it is part of, and all related content, trademarks and documentation remain the property of 727 SRLS or its licensors. You are granted a limited, non-exclusive, non-transferable right to use the Service for support purposes while your Organisation's agreement is in force. You retain any rights in the content you send us, and you grant us the right to use it as needed to provide support and to comply with our legal obligations.

15. Disclaimers and liability

To the maximum extent permitted by law, the Service is provided "as is" and "as available", and we exclude all implied warranties, including fitness for a particular purpose and uninterrupted or error-free operation. We are not liable for indirect or consequential loss, loss of profit, loss of data or business interruption arising from the use of the Service, from delayed or undelivered messages, or from charges applied by your carrier. Nothing in these Terms excludes liability that cannot be excluded by law, including liability for death or personal injury caused by negligence, fraud, or wilful misconduct. Any commercial liability caps agreed with your Organisation apply.

16. Changes to these Terms

We may update these Terms from time to time. The current version is always published at this address with its effective date. Continuing to use the Service after an update means you accept the revised Terms.

17. Governing law

These Terms are governed by the laws of Italy, without regard to conflict-of-law rules. The courts of Milan, Italy, have exclusive jurisdiction over any dispute, except where mandatory consumer or local law gives you the right to bring proceedings elsewhere.

18. Contact us

727 SRLS — società a responsabilità limitata semplificata (S.r.l.s.)

Registered office: Via Odoardo Tabacchi 3, 20136 Milano (MI), Italy

VAT number and tax code: 13678980965 · REA: MI-2738292

Support: support@727.services · Privacy: privacy@727.services

Certified email (PEC): 727srls@pec.it

Website: <https://727.services>