

Friym - FIDEVO GROUP SAS

Friym Page Terms - v2.0 - effective since 2026-09-16

Friym Page Terms

Version 2.0 — published on 8 September 2026, effective 16 September 2026. It replaces version 1.0 of 9 July 2026 and covers Pages run by a team. Previous versions remain available as PDFs at the bottom of this page.

Overview

Friym's mission is to let creators in Africa and around the world sell directly to their community - without friction, without intermediaries, without redirection. Friym Pages ("**Page Services**") are designed to give organisations, businesses, brands and professional creators a native commercial presence within the social feed - allowing them to connect with their community, share content and sell products and services directly on the platform.

1. Agreement

Friym is a service published by **FIDEVO GROUP SAS**, a Beninese company registered with the Trade and Personal Property Credit Register under number RB/PNO/25 B 6467 dated 20 November 2025, Porto-Novo, Republic of Benin. FIDEVO GROUP SAS acts as a software service provider, and not as a payment service provider or merchant of record - see section 2.7 below for the detail of Friym's role in transactions.

By creating a Page, by becoming or continuing to be the Holder or a Team Member of a Page (as defined below), you agree to comply with the binding contractual terms entered into between Friym (FIDEVO GROUP SAS, hereinafter "**Friym**", "**we**", "**our**" and "**us**") and your Organisation (as defined below).

"**Organisation**" means the entity represented by your Page, which may be a legal entity (company, association, institution) or yourself if you operate as an independent or as a creator in a personal capacity.

By creating a Page, you represent and warrant that you are authorised to enter into these terms on behalf of the Organisation.

If you do not accept these terms, do not create a Page and do not use the Page Services.

These Terms of Service apply together with the [Friym Terms of Service](#), the [Privacy Policy](#) and, if your Page activates its shop, the [Friym Terms of Sale](#). Additional terms may apply to specific features as they become available.

2. Obligations

2.1 Holder and Team Members

"**Holder**" means the Friym account that owns the Page - initially the account that created it, or the account to which it has been transferred under section 2.4.

"**Team Member**" means any other Friym account invited by the Holder to act on the Page, within the limits of the permissions assigned to it.

You acknowledge and agree that:

- A Page has an identified Holder at all times.
- Each Holder and each Team Member must have an active and properly identified Friym account.
- **The Organisation is responsible for all actions taken on the Page**, whether by the Holder or by a Team Member, including posts, edits, deletions, commercial operations and exchanges with buyers.
- A Team Member acts within the permissions assigned to them and under the Organisation's responsibility; they remain personally bound by the Terms of Service.

2.2 Permissions and invitations

The Holder assigns each Team Member a set of distinct permissions, each opening a defined category of actions on the Page. The available permissions and their scope are presented in the app at the time of invitation and may be changed at any time by the Holder.

Where an action is refused to a Team Member for lack of permission, the platform tells them which permission is missing.

An invitation to join a Page team is valid for **seven (7) days**. After that, it expires and must be reissued.

2.3 Removing a Team Member

The Holder may remove a Team Member at any time. Removal immediately ends that member's access. **It erases neither the actions already taken, nor the content already published, nor the Page's activity log**, which retains a record of the operations carried out and who carried them out. The Organisation remains responsible for actions taken before the removal.

2.4 Transferring a Page

The Holder may transfer ownership of their Page to another Friym account. This operation is subject to stronger verification of the Holder's identity and cannot be performed by a Team Member, whatever their permissions.

The transfer passes responsibility for the Page to the new Holder going forward. It has no effect on obligations arising before the transfer, in particular orders in progress, open disputes and sanctions already attached.

2.5 Accuracy of information and updates

You undertake to represent your Organisation's identity faithfully on the Page and to update without delay any change of name, legal status or activity, including in the event of a merger, acquisition, restructuring or cessation of business.

2.6 Content and code of conduct

You agree that:

- You will publish only truthful, accurate, professional content that respects third-party rights.
- You will use the Page Services only to promote your own Organisation and its legitimate products or services.

- Your Organisation carries on a lawful activity in accordance with the legislation applicable in the countries where it operates.
- You will not publish misleading, fraudulent or discriminatory content, or content that undermines the dignity of individuals or groups.
- You will ensure that all actions taken on the Page (posts, edits, deletions) comply with applicable laws.
- You will not imitate, reproduce or appropriate the visual identity, name or trademark of another organisation without authorisation.

2.7 Shop activation and Friym's role in transactions

Your Page may activate a shop in order to sell digital products, services and physical goods directly to your community. Shop activation is subject to your explicit acceptance of the **Friym Terms of Sale**, which govern in detail the commission, payout timeframes, delivery, refunds, balance holds and dispute handling.

FIDEVO GROUP SAS acts as a software service provider and is neither a payment institution nor a merchant of record. Payment and payout services are provided by licensed payment service providers partnered with Friym. Friym orchestrates the order and the commission, without holding or keeping users' funds.

For any question about billing or payments: support@friym.com

2.8 Data protection

The collection, use and processing of users' personal data in connection with your Page are subject to the [Friym Privacy Policy](#). As Holder or Team Member, you undertake to:

- Handle any user data lawfully and transparently.
- Not collect, store or exploit buyers' personal data beyond what is strictly necessary to fulfil an order.
- Comply with applicable personal data protection legislation.
- Grant access to your Page only to the people who need it, and remove access without delay once it is no longer needed.

3. Intellectual property

You represent that you hold or have obtained the necessary rights in all content published on your Page (text, images, videos, logos, trademarks, etc.). Friym claims no ownership of the content you publish, but you grant it a non-exclusive, worldwide, royalty-free licence to display, distribute and promote that content as part of the normal operation of the platform.

Friym reserves the right to remove any content infringing third-party intellectual property rights, following a valid notice. The applicable procedure is set out in article 12.4 of the [Terms of Service](#).

4. Friym's rights over Pages

You acknowledge and agree that:

- Friym may modify, suspend or delete a Page at any time, in particular for breach of these terms, without notice.

- Friym may reduce or stop the distribution of a Page's content without removing it from the platform.
- Friym may add clarifying information or legal notices to a Page where necessary to protect users or comply with the law.
- Friym may restrict access to the Page Services in the event of suspicious or fraudulent activity or activity contrary to these terms.
- Friym has no obligation to store content published on a Page indefinitely.
- The actions of the Holder and Team Members may be visible to other users as part of the normal operation of the platform, and are recorded in the Page's activity log.

Pages are subject to the strike system described in article 12.7 of the [Terms of Service](#).

5. Amendment, closure and termination

5.1 Amendment of these terms

Friym may amend these terms at any time. In the event of a material change, Friym will endeavour to inform Holders through the platform or by any other appropriate means, with reasonable notice before it takes effect. Continued use of the Page Services after notice constitutes acceptance of the amended terms.

5.2 Closing a Page

You may close your Page at any time from your account settings. Closing your Friym account closes all the Pages it holds.

Closure takes effect immediately and remains **reversible for thirty (30) days**. At the end of that period:

- the **Page's username is released** and becomes available to another account;
- content published by the Page is no longer distributed in the feed, trends, suggestions, explore and search, but **remains accessible via direct link** and in comment threads, with the author replaced by a generic label;
- orders, transactions and activity logs are retained.

The detail of what happens to the data concerned is set out in article 11 of the [Privacy Policy](#) and article 17 of the [Terms of Service](#).

Closing a Page does not end outstanding commercial obligations: orders paid for and not fulfilled remain owed to buyers, and open disputes run their course.

5.3 Termination by Friym

Friym may terminate access to the Page Services by deactivating the Page and notifying the Holder. Articles 2.7, 2.8, 3, 6 and 7 survive any termination.

6. Disclaimer of warranties

Friym provides the Page Services as is and without warranty of any kind, express or implied. Friym does not warrant the continuity, uninterrupted operation or absence of defects of the Page Services, nor any particular level of

distribution or audience for published content. To the fullest extent permitted by applicable law, Friym disclaims any implied warranty of merchantability, fitness for a particular purpose or non-infringement.

7. Limitation of liability

7.1 Exclusion of indirect damages

To the fullest extent permitted by law, Friym shall not be liable for loss of profits, loss of data, loss of business opportunity, or any indirect, incidental or consequential damage arising from the use of or inability to use the Page Services.

7.2 Cap on direct liability

Friym's total liability to you under the Page Services is limited to the amount of commissions actually collected by Friym on your Page's transactions over the three (3) months preceding the event giving rise to the dispute.

7.3 Exclusions

The limitations set out in articles 7.1 and 7.2 do not apply in the event of fraud, wilful misconduct or gross negligence attributable to Friym.

8. Governing law and dispute resolution

These terms are governed by Beninese law. Any dispute relating to their interpretation or performance shall be submitted to the competent courts of Porto-Novo, Benin, save for any mandatory legal provision to the contrary applicable to the user in their country of residence.

9. General provisions

- This agreement constitutes the entire agreement between you and Friym concerning the Page Services and supersedes any prior agreement on the subject.
- If any provision of these terms is held unenforceable, it shall be modified as far as possible to make it enforceable, without affecting the remaining provisions.
- Friym's failure to act on a breach of these terms does not constitute a waiver of its right to enforce them later.
- You may not assign your rights and obligations under these terms without Friym's prior written consent, subject to the Page transfer provided for in section 2.4.
- In the event of a discrepancy between the French and English versions of these terms, the French version prevails for users residing in a French-speaking country.