



## Service: Consumer Insights Subscription

### FAQ – Frequently Asked Questions

#### What is Consumer Insights Subscription about?

This annual subscription service provides trends, innovation cases, consumer insights and ideas tailored to each industry. It updates and inspires the everyday work of strategists, marketers and creatives.

The service includes a Consumer Insights Report according to the selected industry and a meeting with The Sprout Experts every 2 months (6 deliverables per year).

The outcomes included in the Consumer Insights Reports are:

- Social trends by industry: values, desires, sentiments, and patterns that guide decision-making in the society and the market.
- Sector-specific consumer demands.
- Key innovations in the client company's industry.
- Factors of change that impact the market.
- Innovation cases from related industries.
- Ideas and recommendations in order to innovate in products, services, communication and experiences.

This report will be available for those persons designated by the company acquiring the service (up to 12 users).

Once payment is received, someone from The Sprout Team will contact the person requesting the service in order to schedule the first meeting between The Sprout Team and the company. The purpose of this meeting is to set up the list of email addresses of the people receiving the Consumer Insights Report and the dates that the Review Online Meetings will be held throughout the service. This first meeting will be scheduled within the next 7 day of approved payment. The email addresses included in the list must have the same company email domain.

After receiving the Consumer Insights Report, The Sprout Team will schedule (including a Zoom link) a Review Online Meeting with the company team in order to make sure any doubts or concerns on the report are clarified.

This meeting will be scheduled within the next 30 days after delivery of the Consumer Insights Report.

#### Which industries are available?

The Sprout Studio is monitoring the following industries:

- Food & Beverages
- Cosmetics & Personal Care
- Retail & Distribution
- Home, Furniture & Decoration
- Fashion & Textile



If you are interested in some other industry not listed below, please let us know at [hello@thesproutstudio.net](mailto:hello@thesproutstudio.net).

### **Can I share or distribute the Consumer Insights Reports content outside my team or company?**

All information contained within the Consumer Insights Reports is the sole property of The Sprout Studio. The Sprout Studio reserves all rights and privileges regarding the use of the information in the reports included within this service.

Any unauthorized use, such as distributing, copying, modifying or reprinting is not allowed. To obtain permission to reproduce or distribute the deliverables of this service, please contact [hello@thesproutstudio.net](mailto:hello@thesproutstudio.net).

Reselling or presenting to any external audience the information included in the Consumer Insights Reports is not allowed without The Sprout Studio's proper authorization.

### **Can I buy only one report?**

If you would like to buy only one report, please contact us at [hello@thesproutstudio.net](mailto:hello@thesproutstudio.net).

## **Terms and Conditions**

### **1. Introduction**

Welcome to our "Consumer Insights Subscription" service, the best way to be on track and updated on the latest trends and insights occurring globally within your industry.

You accept these Terms and Conditions by clicking on the "Acceptance" button before paying or confirming the annual subscription to this service.

These Terms and Conditions ("Terms", "Terms and Conditions") govern your relationship with [www.thesproutstudio.net](http://www.thesproutstudio.net) website (the "Service") operated by The Sprout Studio ("us", "we", or "our").

Please read these Terms and Conditions carefully before using the Service.

Your access to and use of the Service is conditioned on your acceptance of and compliance with these Terms. These Terms apply to all visitors, users and others who access or use the Service.

By accessing or using the Service you agree to be bound by these Terms. If you disagree with any part of the terms then you may not access the Service.

### **2. Services**

2.1. All of these Terms apply to the supply of any goods as well as services, unless we specify otherwise.

2.2. We will, upon payment for this service, contact you in order to define the person responsible for this service and the group of people within your organization that will receive it. This report will be available for those persons designated by the company acquiring the



service (up to 12 users). The company will notify The Sprout Team the list of email addresses of the people receiving the Consumer Insights Report. These emails must have the same company email domain.

2.3. The defined team to use the service is subject to the following limitations:

2.3.1. the Services may only be used by the named user, provided that you may change the named user by contacting us at [hello@thesproutstudio.net](mailto:hello@thesproutstudio.net).

2.3.2. the Services must not be used at any point in time by more than the number of defined users as agreed with us.

2.4. Except to the extent expressly permitted in these Terms or required by law on a non-excludable basis, the provision of the Services by The Sprout Studio to you is subject to the following prohibitions:

2.4.1. you may not sub-contract your right to access and use this service;

2.4.2. you must not permit any unauthorized person to access or use this service; and

2.4.3. you must not republish or redistribute any content or material from the services without due attribution;

2.5. You must not use the Services:

2.5.1. in any way that is unlawful, illegal, fraudulent or harmful; or

2.5.2. in connection with any unlawful, illegal, fraudulent or harmful purpose or activity.

2.6. We may suspend the provision of the Services if any amount due to be paid under these Terms is overdue.

### **3. Intellectual Property Rights**

3.1. The Service and its original content, features and functionality are and will remain the exclusive property of The Sprout Studio and its licensors. The Service is protected by copyright, trademark, and other laws of both the Argentina and foreign countries. Our trademarks and trade dress may not be used in connection with any product or service without the prior written consent of The Sprout Studio.

3.2. By accepting these Terms, you license us the permission to reproduce your company name, trademarks and logos for us to use exclusively in our website and for marketing purposes. You may withdraw this permission at any time by submitting a request to us in writing.

3.3. Nothing in these Terms shall operate to assign or transfer any Intellectual Property Rights from us to you or from you to us.

### **4. Purchases**

4.1. If you wish to purchase any product or service made available through the Service ("Purchase"), you may be asked to supply certain information relevant to your Purchase including, without limitation, your credit card number, the expiration date of your credit card, your billing address, and your shipping information.



4.2. You represent and warrant that: (i) you have the legal right to use any credit card(s) or other payment method(s) in connection with any Purchase; and that (ii) the information you supply to us is true, correct and complete.

4.3. By submitting such information, you grant us the right to provide the information to third parties for purposes of facilitating the completion of Purchases.

4.4. We reserve the right to refuse or cancel your order at any time for certain reasons including but not limited to: product or service availability, errors in the description or price of the product or service, error in your order or other reasons.

4.5. We reserve the right to refuse or cancel your order if fraud or an unauthorized or illegal transaction is suspected.

## **5. Charges**

5.1. You agree to pay the Charges to us in accordance with these Terms.

5.2. All amounts stated in or in relation to these Terms are, unless the context requires otherwise, stated exclusive of any applicable value added taxes, which will be added to those amounts and payable by you.

## **6. Payments**

6.1. You agree to pay the Charges by credit card, or request an invoice from us to do it through a bank transfer.

6.2. If an invoice is requested, we will issue an invoice for the Charges, which are to be paid by bank transfer or credit card within 30 days.

6.3. If you do not pay any amount properly due to us under these Terms, we reserve the right to withhold access to the Services.

## **7. Contests, Sweepstakes and Promotions**

7.1. Any contests, sweepstakes or other promotions (collectively, "Promotions") made available through the Service may be governed by rules that are separate from these Terms. If you participate in any Promotions, please review the applicable rules as well as our Privacy Policy. If the rules for a Promotion conflict with these Terms, the Promotion rules will apply.

## **8. Availability, Errors and Inaccuracies**

8.1. We are constantly updating our offerings of products and services on the Service. The products or services available on our Service may be mispriced, described inaccurately, or unavailable, and we may experience delays in updating information on the Service and in our advertising on other web sites.

8.2. We cannot and do not guarantee the accuracy or completeness of any information, including prices, product images, specifications, availability, and services. We reserve the right



to change or update information and to correct errors, inaccuracies, or omissions at any time without prior notice.

## **9. Privacy and Cookies**

9.1. You accept that personal information provided by you is subject to our Privacy and Cookie Policy.

The latest version can be found at: <https://thesproutstudio.net/cookie-policy>

9.2. You understand that through use of our Service, you consent to the collection and processing of your information (as demonstrated in our Privacy and Cookie Policy).

## **10. Links to Other Web Sites**

10.1. Our Service may contain links to third-party web sites or services that are not owned or controlled by The Sprout Studio.

10.2. The Sprout Studio has no control over, and assumes no responsibility for the content, privacy policies, or practices of any third-party web sites or services. You further acknowledge and agree that The Sprout Studio shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, goods or services available on or through any such web sites or services.

10.3. We strongly advise you to read the terms and conditions and privacy policies of any third-party web sites or services that you visit.

## **11. Termination**

11.1. We may terminate or suspend your access immediately, without prior notice or liability, for any reason whatsoever, including, without limitation, your breach of the Terms.

11.2. Upon termination, your right to use the Service will immediately cease.

## **12. Limitation of Liability**

12.1. In no event shall The Sprout Studio, nor its directors, employees, partners, agents, suppliers, or affiliates, be liable for any indirect, incidental, special, consequential or punitive damages, including without limitation, loss of profits, data, use, goodwill, or other intangible losses, resulting from (i) your access to or use of or inability to access or use the Service; (ii) any conduct or content of any third party on the Service; (iii) any content obtained from the Service; and (iv) unauthorized access, use or alteration of your transmissions or content, whether based on warranty, contract, tort (including negligence) or any other legal theory, whether or not we have been informed of the possibility of such damage, and even if a remedy set forth herein is found to have failed of its essential purpose.

## **13. Disclaimer**

13.1. Your use of the Service is at your sole risk. The Service is provided on an "AS IS" and "AS AVAILABLE" basis. The Service is provided without warranties of any kind, whether express or



implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose, non-infringement or course of performance.

13.2. The Sprout Studio, its subsidiaries, affiliates, and its licensors do not warrant that a) the Service will function uninterrupted, secure or available at any particular time or location; b) any errors or defects will be corrected; c) the Service is free of viruses or other harmful components; or d) the results of using the Service will meet your requirements.

## 14. Governing Law

14.1. These Terms shall be governed and construed in accordance with the laws of Argentina, without regard to its conflict of law provisions.

14.2. Our failure to enforce any right or provision of these Terms will not be considered a waiver of those rights. If any provision of these Terms is held to be invalid or unenforceable by a court, the remaining provisions of these Terms will remain in effect. These Terms constitute the entire agreement between us regarding our Service, and supersede and replace any prior agreements we might have between us regarding the Service.

## 15. Changes

15.1. We reserve the right, at our sole discretion, to modify or replace these Terms at any time. If a revision is material we will try to provide at least 15-day notice prior to any new terms taking effect. What constitutes a material change will be determined at our sole discretion.

15.2. By continuing to access or use our Service after those revisions become effective, you agree to be bound by the revised terms. If you do not agree to the new terms, please stop using the Service.

## Contact Us

If you have any questions about these Terms, please contact us.

ANTICIPATE THE FUTURE  
INNOVATE NOW

[WWW.THESPROUTSTUDIO.NET](http://WWW.THESPROUTSTUDIO.NET)