

# Terms of Sale

# For

# Products

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**Business Made Agile Oy**

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**BUSINESS MADE AGILE**

[WWW.BUSINESSMADEAGILE.COM](http://WWW.BUSINESSMADEAGILE.COM)

# Terms of Sale for Products

## Business Made Agile Oy

These Terms of Sale govern the purchase of physical and digital products, primarily the book "*Messaging Made Agile: Strategy First, AI Second*" and associated media, from **Business Made Agile Oy** ("Supplier").

## 1. Product Delivery and Acceptance

- **Digital Products:** Access is deemed delivered once the Customer receives a download link or login credentials. Due to the nature of digital content, all digital sales are final and non-refundable once the content has been accessed or downloaded.
- **Physical Products:** Risk of loss and title for physical items pass to the Customer upon delivery to the carrier.

## 2. Intellectual Property

All content included in or made available through the products, including the "Messaging Made Agile" framework, text, graphics, and logos, is the exclusive property of the Supplier. The purchase of a product grants the Customer a personal, non-exclusive license for individual use only. No part of the products may be reproduced, resold, or distributed without express written permission.

## 3. Professional Disclaimer

The strategies and frameworks provided in the products are for educational purposes. The Supplier does not guarantee specific commercial outcomes. Customers are responsible for the implementation of any strategic advice and the oversight of any AI tools used in conjunction with these frameworks.

## 4. Governing Law

These terms are governed by the laws of Finland.

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