

Terms of service

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You can find our [Yoast SEO for Shopify Terms of Service here](#).

Yoast Software Services Terms & Conditions

These terms & conditions apply to the update and support services provided by Yoast BV of the Netherlands to you as a user of software provided by Yoast for which you have paid the applicable fees.

Support services. Yoast provides support for your active subscriptions in the best way we can. We mainly do this via e-mail and might occasionally use different channels. You can reach us at support@yoast.com. Availability and manner of contacting will be published on the Yoast website and other channels.

Installation services. When you purchase our software, you can install this in different ways. You can choose between automatic and manual installation. You are entirely free to choose which installation flow you would like to follow. Although we do our best to prevent any bugs we cannot take responsibility for any complications that occur when you install our software, such as security complications and downtime of your website. Before installation make sure that your website is compatible with the Yoast software.

Update services. Yoast will from time to time release updates to the software. Those updates aim to improve functionality or address bugs or limitations. The released updates are available to you if you have an active subscription. We always want to improve the user experience. We therefore encourage you to address any issues you come across. Your feedback is important to us for future updates. Yoast is the owner of any and all updates and will make these available under the GPL license as with all Yoast software.

Updates can be installed in two manners; manual and automated. If you choose to manually update, we will send you a notification whenever a new update is available, which you can then install. When you choose automated updates you will need to consent to automated updates, after which new updates will be automatically installed. Beware that you are responsible for the compatibility of your website with the new updates, regardless of the manner of installation.

Consideration. Support and updates are only available for any software for which you have paid the applicable fees. After we receive your initial subscription fee, the software will be immediately available to you. For subsequent terms fees are due in advance and must be paid in the manner(s) made available by Yoast. In most cases, refunds are available up to 30 days after payment, [see our refund policy for details](#).

Yoast may once every payment period adjust the fees for the next payment period. We will announce all price changes in advance on our website or via email. If we increase the price within three months after you bought a Yoast product, you may terminate the agreement.

We may cancel or limit our service to you in case:

- the website(s) in question contain(s) explicit or offensive content;
- you or your staff does not behave in a civil manner towards Yoast personnel;
- you repeatedly make demands that are unreasonable or clearly outside the scope of the contract.

If this is the case, you will receive a written statement with the reason why we limited or suspended our services to you.

Confidentiality. We will keep strictly confidential all non-public information from you that we may collect in connection with your use of the software. This does not apply to any suggestions for updates you have made.

No personal data. You shall not share any personal data with Yoast other than described in our [Privacy Policy](#). If you do, you shall fully indemnify Yoast for all costs and damages associated with its processing and removal, including administrative fines and costs of secure deletion.

Limitation of liability. Except in case of intentional misconduct or gross negligence, Yoast accepts no liability for any damages caused in connection with the services under this agreement. This includes but is not limited to damages in the form of data loss, failure to operate, lost revenue or missed profits.

Term. The agreement is active from the day we receive your initial fee payment and will last for the chosen subscription term. You can choose between a one-month term or a twelve-month term. The agreement is renewed for the same term when we receive further payments. Both you and Yoast can cancel the subscription at any time by the end of the billing period.

Discounts. Any discounts only apply to the first term of the purchased subscription.

Unilateral amendment. Yoast reserves the right to unilaterally modify these terms and conditions. These changes will have immediate effect.

Law and venue. Any disputes in connection with this agreement are governed by Dutch law and must be brought before the courts of Arnhem, the Netherlands.

Additional terms for Video SEO for WordPress plugin. In the Yoast Video SEO for WordPress plugin, we use the YouTube API. If you are using this plugin to embed YouTube videos, you also agree to the [YouTube terms of services](#) and [Google Privacy Policy](#) by agreeing to the Yoast Terms of Service.

Our software is made available under the GPL license

The GNU General Public License is a free, copyleft license for software and other kinds of works. You can [find the entire text of the license here](#).

Additional terms apply

In the light of [Article 7](#) of the GPL license, the following additional terms apply:

- i. You are prohibited to make misrepresentations of the origin of that material, or to require that modified versions of such material be marked in reasonable ways as different from the original version;
- ii. You are limited in the use for publicity purposes of names of licensors or authors of the material;
- iii. You are declined any grant of rights under trademark law for use of the trade names, trademarks, or service marks of Yoast BV;
- iv. You are required to indemnify licensors and authors of that material by anyone who conveys the material (or modified versions of it) with contractual assumptions of liability to the recipient, for any liability that these contractual assumptions directly impose on those licensors and authors.

Yoast Academy Terms & Conditions

These terms & conditions apply to the online courses and information provided by Yoast BV of the Netherlands to you.

Services. Yoast offers certain online course content relating to web design, search engine optimization and related subjects. The content of courses may change at any time. Courses may be withdrawn at any time, subject to thirty days prior notice.

Availability. Yoast will use its best efforts to have the content available at all times but makes no guarantees in this regard. If content is not available at a specific point in time despite a specific promise by Yoast and this is due to a technical issue within the control of Yoast, any fees for such content will be refunded.

Copyright. The course content is copyrighted by Yoast and may only be used by one person within your organization. Further use, copying or distribution is strictly prohibited.

Consideration. Access to the course content is granted with the purchase of the premium plugin and is subject to the Yoast Software Services Terms & Conditions.

No personal data. You shall not share any personal data with Yoast other than described in our [Privacy Policy](#). If you do, you shall fully indemnify Yoast for all costs and damages associated with its processing and removal, including administrative fines and costs of secure deletion.

Limitation of liability. Except in case of intentional misconduct or gross negligence, Yoast accepts no liability for any damages caused in connection with the services under this agreement. This includes but is not limited to damages in the form of data loss, failure to operate, lost revenue or missed profits.

Term. The service is provided for as long as the premium membership is active.

Law and venue. Any disputes in connection with this agreement are governed by Dutch law and must be brought before the courts of Arnhem, the Netherlands.