

Terms of Use

Last updated: August 3, 2026

Welcome to the Atar website.

These Terms of Use govern your access to and use of the Atar website, including its pages, content, forms, demonstrations, and other publicly available features.

By accessing or using the website, you confirm that you have read and understood these Terms of Use and agree to comply with them.

If you do not agree with these Terms of Use, please stop using the website.

1. About Atar

The website and related services are operated by:

Business name: Atar

Legal names: David Usenko

Country: Israel

Email: atarstudio.contact@gmail.com

Phone/WhatsApp: +972 55-951-0747

In these Terms, “Atar,” “we,” “us,” and “our” refer to the business identified above.

2. Purpose of the Website

The website provides information about Atar and the services we offer, which may include:

- website design and development;
- business automations;
- artificial-intelligence systems;
- customer-service systems;
- chatbots and messaging integrations;
- Instagram, Facebook, Meta, and WhatsApp integrations;
- business dashboards;
- software-development and related services.

The website may also allow visitors to:

- submit inquiries;
- request quotations;
- contact Atar;
- view examples of our work;

- request information about our services;
- communicate through WhatsApp or another connected platform.

Information on the website is provided for general informational and promotional purposes.

3. No Automatic Service Agreement

Using the website, submitting a contact form, sending a message, or requesting a quotation does not automatically create a binding service agreement between you and Atar.

A project or service relationship will begin only after the relevant parties agree to the applicable terms, scope, price, payment conditions, and other project details.

A quotation, estimate, proposal, message, or preliminary discussion does not constitute a final agreement unless Atar expressly confirms otherwise in writing.

Separate project terms or a client agreement may apply to services purchased from Atar.

Where a separate signed agreement conflicts with these Terms of Use, the signed agreement will govern the relevant paid services.

4. Eligibility

You may use the website only if you are legally capable of entering into binding agreements under the laws applicable to you.

If you use the website on behalf of a business, organisation, or another person, you represent that you are authorised to act on their behalf.

5. Permitted Use

You may use the website for lawful purposes, including:

- learning about Atar's services;
- contacting us about a potential project;
- requesting information or a quotation;
- viewing publicly available content;
- communicating with Atar through the provided contact methods.

You must comply with all applicable laws while using the website.

6. Prohibited Use

You must not:

- use the website for unlawful, fraudulent, misleading, or abusive purposes;

- attempt to gain unauthorised access to the website, its servers, databases, accounts, or connected systems;
- interfere with the website's availability, operation, security, or performance;
- introduce malware, harmful code, automated attacks, or other malicious material;
- scrape, copy, extract, or collect website data through automated means without written permission;
- attempt to bypass security controls or access restrictions;
- impersonate another person or business;
- submit false, misleading, defamatory, threatening, or unlawful information;
- use the website to infringe another person's rights;
- probe, scan, or test the vulnerability of the website without written authorisation;
- misuse contact forms, messaging tools, or integrations to send spam;
- reverse engineer website functionality except where such restriction is prohibited by law;
- use Atar's name, branding, content, or portfolio in a misleading manner.

Atar may restrict or block access where we reasonably believe that these Terms have been violated or that the website is being misused.

7. Intellectual Property

Unless otherwise stated, the website and its original content are owned by or licensed to Atar.

This may include:

- the Atar name and branding;
- website design;
- text;
- graphics;
- illustrations;
- animations;
- videos;
- software;
- layouts;
- interface elements;
- demonstrations;
- project descriptions;
- source code;
- visual concepts;
- downloadable materials.

These materials may be protected by copyright, trademark, and other intellectual-property laws.

You may view the website for personal or internal business evaluation purposes.

You may not copy, republish, distribute, sell, license, modify, reproduce, or commercially exploit Atar's content without prior written permission.

8. Portfolio and Third-Party Materials

The website may display projects, logos, screenshots, photographs, videos, names, or materials associated with clients, partners, platforms, or third parties.

Rights in third-party materials remain with their respective owners.

Displaying a third-party name, logo, platform, or service does not necessarily mean that the third party endorses, sponsors, or is formally affiliated with Atar.

Instagram, Facebook, Meta, WhatsApp, n8n, and other third-party names and trademarks belong to their respective owners.

9. Information and Demonstrations

We try to keep the website accurate and current, but we do not guarantee that every description, demonstration, price indication, timeline, technical explanation, or other item will always be complete, accurate, or up to date.

Examples, mockups, prototypes, demonstrations, case studies, estimates, and expected results are illustrative unless expressly stated otherwise.

Actual project results may depend on factors including:

- project scope;
- client cooperation;
- available content;
- third-party platforms;
- technical limitations;
- advertising activity;
- market conditions;
- customer behaviour;
- changes in APIs or platform policies.

Nothing on the website guarantees a particular commercial result, number of leads, amount of revenue, conversion rate, ranking, approval, or business outcome.

10. Prices and Quotations

Any prices displayed on the website are indicative unless expressly described as final.

Prices may:

- change without prior notice;

- exclude VAT or other applicable taxes;
- exclude hosting, domains, plugins, advertising, software subscriptions, API usage, and third-party fees;
- depend on the final project scope and technical requirements.

A final quotation may be provided after Atar reviews the client's requirements.

11. Artificial Intelligence and Automated Systems

The website may describe or demonstrate artificial-intelligence or automated communication systems.

Automated outputs may be incomplete, inaccurate, or unsuitable in some circumstances.

Businesses using automated systems are responsible for:

- reviewing outputs where appropriate;
- providing accurate business information;
- maintaining lawful and accurate customer communications;
- supervising sensitive or important interactions;
- complying with applicable privacy, marketing, and consumer-protection laws.

Atar does not guarantee that an automated system will understand or respond correctly to every message.

12. Third-Party Services and Links

The website may contain links to or integrations with third-party websites and services, including:

- Instagram;
- Facebook;
- Meta;
- WhatsApp;
- n8n;
- hosting providers;
- cloud providers;
- analytics providers;
- artificial-intelligence providers;
- payment or scheduling services.

Third-party services are controlled by their respective providers and may be subject to separate terms and privacy policies.

Atar is not responsible for the availability, accuracy, security, policies, content, or actions of third-party services.

A link or integration does not constitute an endorsement unless expressly stated.

13. Website Availability

We may change, suspend, restrict, or discontinue any part of the website at any time.

The website may occasionally become unavailable because of:

- maintenance;
- updates;
- hosting problems;
- technical failures;
- security incidents;
- third-party outages;
- circumstances beyond our reasonable control.

We do not guarantee that the website will always operate without interruption, delay, vulnerabilities, or errors.

14. Privacy

Personal information submitted through the website or related communication channels is processed according to Atar's Privacy Policy.

The Privacy Policy explains:

- what information we collect;
- how we use it;
- how Instagram and Meta integrations operate;
- which service providers may process information;
- how users can exercise privacy rights;
- how users can request deletion.

The Privacy Policy is available through the website footer and the </privacy> page.

15. User Submissions

When you submit a message, project description, file, image, document, or other material to Atar, you confirm that:

- you have the right to provide it;
- providing it does not violate another person's rights;
- it does not contain unlawful or malicious material;
- Atar may review and process it for the purpose of responding to your inquiry or providing requested services.

You retain ownership of materials you provide.

You grant Atar a limited right to process those materials only as reasonably necessary to:

- respond to you;
- assess your request;
- prepare a proposal;
- provide agreed services;
- comply with legal obligations;
- protect Atar's legitimate rights.

Do not send passwords, access tokens, verification codes, payment-card details, government identification numbers, or other highly sensitive information through ordinary contact forms or messages.

16. Disclaimer

To the maximum extent permitted by applicable law, the website and its publicly available content are provided on an "as is" and "as available" basis.

Atar does not make warranties that:

- the website will always be available;
- the website will be free from errors or security risks;
- all information will always be complete or current;
- using the website will produce a specific result;
- third-party integrations will remain available or unchanged.

Nothing in these Terms excludes any right or warranty that cannot legally be excluded.

17. Limitation of Liability

To the maximum extent permitted by applicable law, Atar will not be liable for indirect, incidental, special, consequential, or purely economic losses resulting from:

- use of or inability to use the website;
- reliance on general website information;
- interruptions or technical failures;
- third-party services or links;
- unauthorised access beyond Atar's reasonable control;
- changes to third-party APIs or platform policies;
- loss of data caused by a visitor's actions or third-party systems.

This section does not limit liability where limitation is prohibited by applicable law, including liability arising from fraud, intentional misconduct, or other liability that cannot legally be excluded.

18. Indemnification

To the extent permitted by law, you agree to compensate Atar for reasonable losses, claims, damages, or expenses resulting from:

- your unlawful use of the website;
- your material violation of these Terms;
- content you submit that violates another person's rights;
- your attempt to compromise the website or connected systems.

This provision applies only to the extent that the relevant loss was caused by your actions or omissions.

19. Changes to These Terms

We may update these Terms of Use when:

- the website changes;
- our services change;
- legal requirements change;
- third-party integrations change;
- our business practices change.

The updated Terms will be published on this page with a revised "Last updated" date.

Your continued use of the website after an update means that the updated Terms apply from the date of publication.

20. Governing Law and Jurisdiction

These Terms are governed by the laws of the State of Israel, without prejudice to mandatory consumer or privacy rights that may apply in another jurisdiction.

Subject to any mandatory law providing otherwise, disputes relating to these Terms or the website will be submitted to the competent courts in Israel.

Before starting formal proceedings, the parties are encouraged to attempt to resolve the matter by contacting each other directly.

21. Severability

If any provision of these Terms is found to be invalid or unenforceable, the remaining provisions will continue to apply.

The invalid provision will be interpreted or modified only to the minimum extent necessary to make it enforceable, where legally permitted.

22. No Waiver

If Atar does not immediately enforce a provision of these Terms, this does not mean that Atar has waived the right to enforce it later.

23. Contact Us

For questions about these Terms of Use, contact:

Atar

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Email: atarstudio.contact@gmail.com

Phone/WhatsApp: +972 55-951-0747

Country: Israel