

Loops Service Description

Last Updated: July 2026

This Service Description forms part of the Agreement between LYT Soft Inc. ("Loops", "we", "us", or "our") and the Customer and describes the features, functionality, and operational characteristics of the Loops platform and Services.

Capitalized terms not defined herein have the meanings set forth in the Terms of Service.

1. Overview

Loops is a cloud-based reputation management and customer feedback intelligence platform that enables businesses to monitor, analyze and manage online customer reviews and reputation-related data from supported third-party platforms.

The Services are intended to assist businesses in understanding customer feedback, identifying trends, and improving customer engagement.

The Services do not provide legal, financial, compliance, employment, accounting, tax, healthcare, or other professional advice.

2. Core Services

Depending on Customer's subscription and enabled features, the Services may include:

Review Aggregation and Monitoring

- Collection and consolidation of reviews from supported platforms
- Review monitoring and tracking
- Review history and trend analysis
- Review alerting and notifications

Analytics and Reporting

- Review volume analytics
- Rating analytics
- Sentiment analysis
- Trend identification
- Business performance reporting

AI-Assisted Functionality

- Review summaries
- Sentiment classification
- Theme and trend identification
- Suggested review responses
- Content categorization
- Reputation insights and recommendations

Administration

- User management
- Role-based access controls
- Account configuration
- Data export capabilities
- Notification management

Features may vary by subscription level, plan, beta participation, or product availability.

3. Supported Third-Party Platforms

Loops relies on third-party platforms, APIs, and service providers to obtain review and reputation-related data.

Supported platforms may include:

- Google Business Profile
- Yelp
- Facebook
- TripAdvisor
- Uber Eats
- DoorDash
- Other supported review and reputation platforms

The list of supported platforms may change from time to time.

Third-Party Platform Disclaimer

Loops does not own, operate, or control third-party platforms.

Customer acknowledges that:

- Third-party platforms may modify, suspend, restrict, or discontinue APIs or services at any time;
- Data availability depends on third-party providers;

- Review platforms may remove, modify, suppress, or reclassify reviews;
- Search rankings, ratings, and review visibility may change without notice;
- Authentication and authorization requirements may change;
- Platform policies and terms may change at any time.

Loops is not responsible for disruptions, inaccuracies, delays, restrictions, or losses resulting from third-party platform actions or decisions.

4. Artificial Intelligence Features

The Services may utilize artificial intelligence technologies provided by Loops and third-party providers to generate:

- Summaries
- Suggested responses
- Insights
- Sentiment classifications
- Trend analyses
- Content recommendations
- Categorization and tagging

AI Limitations

Customer acknowledges that:

- AI-generated outputs may contain inaccuracies, omissions, biases, or errors;
- AI outputs may not reflect current laws, regulations, or business conditions;
- AI outputs require independent review and verification;
- AI outputs should not be relied upon as professional advice.

Customer remains solely responsible for all decisions, communications, publications, and actions taken based on AI-generated outputs.

AI Providers

Loops may engage third-party AI providers identified in its Sub-processor List.

Loops selects providers based on commercially reasonable security, privacy, and operational considerations.

The processing of Customer Data by AI providers is governed by applicable provider terms, the Loops Privacy Policy, and the Loops Data Processing Addendum where applicable.

Loops does not guarantee the practices, availability, or future policies of third-party AI providers.

5. Customer Responsibilities

Customer is responsible for:

- Maintaining accurate account information;
- Managing user access;
- Maintaining valid connections to third-party platforms;
- Reviewing AI-generated content before use;
- Ensuring compliance with applicable laws;
- Ensuring compliance with third-party platform requirements;
- Obtaining all required permissions and consents related to Customer Data.

Customer remains solely responsible for:

- Content published using the Services;
- Communications sent using the Services;
- Business decisions based on information generated by the Services.

Use of the Services is subject to compliance with the Loops Acceptable Use Policy (“AUP”).

6. Availability of Features

Loops continuously develops and improves the Services.

Accordingly, Loops may:

- Add new features;
- Modify existing features;
- Improve functionality;
- Introduce beta functionality;
- Retire or discontinue features.

Loops does not guarantee that any particular feature will remain available indefinitely.

Where reasonably practical, Loops will provide advance notice of material reductions in core functionality.

7. Beta Features

Loops may make certain features available on an alpha, beta, preview, pilot, early-access, or evaluation basis.

Beta features:

- May contain bugs or errors;
- May be modified or discontinued at any time;
- May not be subject to service level commitments;
- Are provided "as-is" without warranties.

Customer uses beta features at its own risk.

8. Security and Hosting

Loops utilizes commercially reasonable technical and organizational measures designed to protect Customer Data, appropriate to the nature and sensitivity of the data processed.

Current security controls include:

- Encryption of data in transit;
- Access controls, including database-level and application-level restrictions scoped to each Customer's organization;
- Authentication controls for all access to the Services.

Loops maintains an evolving security program and may implement additional safeguards over time, which may include enhanced monitoring and logging, backup and recovery procedures, and additional infrastructure security measures. Additional details regarding security practices may be provided through the Privacy Policy, Data Processing Addendum, security documentation, or customer communications, and are subject to change as the Services evolve.

Loops does not guarantee that the Services will be free from all security incidents or unauthorized access.

9. Sub-processors

Loops may utilize sub-processors to provide portions of the Services.

Current sub-processors are identified in the Loops Sub-processor List.

Loops may update its sub-processors from time to time in accordance with applicable agreements and data protection requirements.

10. Support and Service Levels

Support services are governed by the Loops Support Policy.

Availability commitments, uptime calculations and exclusions are governed exclusively by the Loops Service Level Agreement.

In the event of any conflict between this Service Description and the SLA regarding service availability, the SLA shall control.

11. Changes to this Service Description

Loops may update this Service Description from time to time to reflect:

- Product enhancements;
- Operational changes;
- Regulatory requirements;
- Third-party platform changes;
- Security improvements.

Material changes will be communicated through reasonable means, including website publication, email notification, or in-product notices where appropriate.

Continued use of the Services following the effective date of an updated version constitutes acceptance of the revised Service Description.