

Terms & Conditions

1. Acceptance of Terms

Welcome to Rideum.io ("Rideum," "we," "our," or "us"), a software product developed and owned by Develab Pte. Ltd. ("Develab"). By accessing or using our website (<https://www.rideum.io>), applications, or services—including Bleustay, Bleudine, and Bleudash (collectively, the "Platform")—you ("Client," "User," or "you") agree to be bound by these Terms and Conditions ("Terms"). If you do not agree to these Terms, you may not access or use the Platform.

2. Description of Services

Rideum provides a cloud-based hospitality management ecosystem, which includes:

Bleustay: Property Management System (PMS), channel mapping, and AI-driven dynamic pricing.

Bleudine: Point of Sale (POS), F&B inventory management, and workforce floor analytics.

Bleudash: Multi-property analytics dashboard and Agentic AI task dispatching.

PCI-Compliant Payment Pipeline: Secure infrastructure for processing guest and operational payments.

3. Account Registration & Security

Eligibility: You must be legally authorized to bind your business entity to these Terms.

Account Responsibility: You are responsible for maintaining the confidentiality of your login credentials. You agree to accept responsibility for all activities that occur under your account, including actions taken by your staff, contractors, or third-party vendors utilizing the Platform.

Data Accuracy: You agree to provide accurate and up-to-date information during the registration and onboarding processes.

4. Artificial Intelligence & Automated Workflows

Rideum heavily integrates Artificial Intelligence (AI), including Natural Language Processing (NLP), machine learning, and Agentic AI workflows. By using the Platform, you acknowledge and agree that:

Algorithmic Recommendations: Features such as AI-powered dynamic pricing, predictive inventory, and menu upselling rely on historical data and algorithms. While designed to optimize operations, we do not guarantee specific financial outcomes, revenue increases, or absolute accuracy.

Agentic Automation: Bleudash utilizes Agentic AI to route internal tasks autonomously. It is the Client's responsibility to ensure staff data, roles, and shift availability are accurately maintained in the system so the AI can function correctly.

AI Chatbot Interactions: The AI support chatbot interprets guest inquiries to the best of its training. Rideum is not liable for misunderstandings, "hallucinations" (incorrect AI outputs), or guest disputes arising from automated conversations. Clients should periodically monitor AI chat logs to ensure brand alignment.

5. Payments, Billing, and PCI Compliance

Subscription Fees: Use of the Platform is subject to the payment of subscription fees as outlined in your specific Service Level Agreement (SLA) or billing contract.

Payment Processing: Rideum provides a PCI-compliant pipeline for processing end-customer payments (via credit cards, virtual accounts, e-wallets). Rideum acts as a technology bridge and is not a bank or payment gateway. You must abide by the terms of the specific payment processors (e.g., Visa, Mastercard, BCA, GoPay) integrated into your account.

Taxes: You are responsible for all applicable local, state, and national taxes associated with your subscription and your end-customer transactions.

6. Client Data & Privacy

Data Ownership: You retain all rights to the customer data, reservation logs, and financial records you input into the Platform.

License to Use Data: You grant Rideum a non-exclusive, worldwide, royalty-free license to use, store, and process this data solely to provide, secure, and improve the Services (including the training of aggregated, anonymized machine-learning models).

Privacy Policy: Our collection and use of personal information are governed by our [Privacy Policy](#).

7. Intellectual Property Rights

All software, code, algorithms, UI/UX designs, trademarks, and documentation related to Rideum, Bleustay, Bleudine, Bleudash, and Develab are the exclusive intellectual property of Develab. You are granted a limited, non-transferable, non-exclusive, revocable license to use the Platform. You may not copy, reverse-engineer, modify, or distribute any part of the Platform without written consent.

8. Acceptable Use Policy

You agree not to:

Use the Platform for any illegal, fraudulent, or unauthorized purpose.

Attempt to hack, disrupt, or compromise the integrity or security of the Platform or its AI processing engines.

Resell, lease, or sublicense the Platform to a third party without an explicit partnership agreement with Develab.

9. Warranties and Disclaimers

"As-Is" Service: The Platform is provided on an "AS IS" and "AS AVAILABLE" basis. While we strive for maximum uptime (as specified in your SLA), Rideum does not warrant that the service will be entirely uninterrupted, error-free, or entirely secure from advanced cyber threats.

Third-Party Integrations: Rideum connects to external OTAs (e.g., Booking.com, Expedia) via APIs. We are not responsible for downtime, overbookings, or errors caused directly by the failure of these third-party platforms.

10. Limitation of Liability

To the maximum extent permitted by applicable law, in no event shall Develab, Rideum, or its directors, employees, or affiliates be liable for any indirect, incidental, special, consequential, or punitive damages, including without limitation, loss of profits, data loss, or business interruption, arising out of your use or inability to use the Platform, even if advised of the possibility of such damages.

11. Term and Termination

Termination by Client: You may terminate your subscription according to the terms of your specific contract or SLA.

Termination by Rideum: We reserve the right to suspend or terminate your account immediately if you breach these Terms, fail to pay subscription fees, or engage in fraudulent activity.

Effect of Termination: Upon termination, your right to access the Platform will cease immediately. We will retain and/or delete your data in accordance with our Privacy Policy and local laws.

12. Governing Law and Dispute Resolution

These Terms shall be governed by and construed in accordance with the laws of Singapore, without regard to its conflict of law provisions. Any disputes arising from these Terms shall be subject to the exclusive jurisdiction of the courts of Singapore. For paid access to the Rideum Suite, the End-User Licence and Subscription Agreement governs and controls.

13. Changes to Terms

We reserve the right to modify these Terms at any time. If a revision is material, we will provide at least 30 days' notice prior to any new terms taking effect. Your continued use of the Platform after changes become effective constitutes your acceptance of the revised Terms.

14. Contact Information

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

Email: sales@develab.io

Address: Develab Pte. Ltd., 10 Anson Road #10-11 International Plaza, Singapore 079903 (UEN 202402923E)

Website: <https://www.rideum.io>