

LOCALISH

Creator Terms & Conditions

Last updated: 07/08/2026

These Creator Terms & Conditions ("Terms") govern participation by individuals ("Creators", "you") who publish recommendation lists on the Localish platform ("Localish", "we", "us", "our"), operated by YesNow OÜ, a company registered in Estonia. By creating a Creator account and publishing a list, you agree to these Terms.

1. Eligibility

- You must be at least [18] years old to become a Creator. [Confirm minimum age.]
- You must provide accurate information when registering, including any tax or invoicing details Localish may require for payout purposes. [To be confirmed — see Section 5.]
- Localish may decline or remove a Creator account at its discretion, including where information provided is inaccurate or where these Terms are breached.

2. What You Publish

As a Creator, you create and publish recommendation lists ("Lists") consisting of your own genuine local knowledge — places, tips, contacts, maps, and notes for a given city or theme.

- You choose the tier for each List: Single List, City Pass, or Custom Guide (see Section 4 for pricing).
- You are responsible for ensuring your Lists are accurate, genuinely your own work, and not copied from other sources.
- You may publish as many Lists as you like. There is no minimum number of Lists required.

3. Review & Approval

Before a List goes live, it is reviewed by Localish's team for quality and compliance with these Terms. Localish may request changes or decline to publish a List at its discretion.

4. Pricing Tiers

You set your own price within each tier, and may offer one, two, or all three tiers:

- Single List (typically €5–14): one curated list, purchased once and kept by the buyer, with one follow-up message included.
- City Pass (typically €29): bundles all of your Lists for a city, with unlimited messaging and free access to new Lists you publish within 30 days of purchase.
- Custom Guide (typically €60+): a personalised list built from a traveller's brief, delivered within 48 hours, including a 30-minute video call.

You may change your prices at any time, subject to the price ranges and approval process Localish may apply from time to time.

5. Payments & Fees

- Revenue split: you keep 70% of the sale price of each List; Localish retains 30% to cover platform, payment processing, and review costs.
- Payouts are made via Stripe, on a weekly basis.
- A minimum payout threshold of €20–25 applies. If your balance is below the threshold, it carries over automatically to the next payout cycle.
- You are responsible for declaring and paying any taxes due on your earnings in your country of residence. [Whether Localish will collect tax/invoicing details from Creators is still to be confirmed.]

6. Content Ownership & Licence

- You retain ownership of the content you create for your Lists.
- By publishing a List, you grant Localish a non-exclusive, worldwide licence to host, display, market, and reuse that content on the Localish platform and in Localish's own marketing (for example, excerpts used to promote the platform).
- Your Lists must remain exclusive to Localish. You may not publish the same recommendations, in substantially the same form, on other platforms, blogs, or social media while they are live on Localish.

7. Quality, Ranking & Removal

- Lists are ranked based on traveller feedback and ratings.
- Lists that receive consistently poor feedback will be ranked lower and shown less prominently.
- Lists that receive persistently negative feedback may be removed from the platform by Localish.
- Aside from ranking-related removal, Lists remain published for an initial period and may otherwise only be taken down with Localish's approval, so that buyers who purchased access are not left without the content they paid for.

8. Leaving the Platform

You may stop publishing new Lists and leave the platform at any time. Any Lists already purchased by travellers will remain accessible to those buyers, and any Localish licence to previously published content (Section 6) continues to apply to that existing content.

9. Disputes with Travellers

If a traveller is dissatisfied with a List, this is primarily reflected through the ranking system described in Section 7. Localish may, at its discretion, mediate individual disputes, including refund requests, on a case-by-case basis.

10. Termination

Localish may suspend or terminate a Creator account for breach of these Terms, including publication of inaccurate, copied, or non-exclusive content, or persistently poor ratings. More broadly, to make sure Localish stays a great experience for travellers, we may occasionally need to part ways with a host for reasons such as consistently low-effort or irrelevant Lists, content that isn't genuinely their own, persistently low traveller ratings, or long periods of inactivity. This isn't something we take lightly, and it's rare, but it helps us keep the platform trustworthy for everyone.

11. Liability

Localish provides the platform on an "as is" basis and is not liable for indirect or consequential losses arising from your use of the platform, to the maximum extent permitted by applicable law. [This clause should be reviewed and finalised with a lawyer before publication.]

12. Changes to These Terms

Localish may update these Terms from time to time, particularly as the platform develops during its early launch phase. Material changes will be communicated to Creators in advance.

13. Governing Law

These Terms are governed by the laws of Estonia, and any disputes will be subject to the jurisdiction of the Estonian courts, without prejudice to any mandatory consumer or local protections that may apply to you.

14. Contact

Questions about these Terms can be sent to info@localish.xyz

Note: This is a working draft based on the terms YesNow OÜ has described for Localish's early launch. Sections marked [in brackets] need a decision or confirmation before publishing. As this is a legal document intended for use with third parties, it should be reviewed by a qualified lawyer (e.g. Estonian counsel, given YesNow OÜ's registration) before being published or relied upon.