

## **Terms & Conditions – Spotlight Bootcamp Subscription Benefit**

As part of the Semrush Spotlight Bootcamp, each registered participant is granted complimentary access for three (3) months to the SEO Toolkit, AI Toolkit, and Content Toolkit (the “Toolkits”). This benefit is provided to ensure participants have the necessary resources to follow the Bootcamp program.

### **Conditions of Use**

#### **1. Eligibility and Registration**

1.1 The complimentary subscription benefit is provided per registered Bootcamp participant.

1.2 Each participant is entitled to one (1) subscription benefit only. Multiple registrations by the same participant to claim additional accounts are not permitted.

#### **2. Account Use**

2.1 Participants must comply with Semrush’s general Terms of Service when using the complimentary access.

2.2 Semrush reserves the right to revoke access if the account is misused, including but not limited to sharing outside a team context, reselling, or fraudulent use.

#### **3. Subscription Allocation for Existing Customers**

3.1 If you already have access to all three Toolkits (SEO, AI, and Content), the complimentary access will be provided as a new additional account (e.g., for a team member), not to your current account.

3.2 If you are a customer with access to only one or two Toolkits, the benefit will be applied by adding the missing Toolkit(s) to your current account for the duration of three (3) months.

#### **4. Duration and Expiry**

4.1 Complimentary access is valid for three (3) months starting from the activation date.

4.2 If you are already a customer and receive complimentary access to a Toolkit you are already paying for, that access may be assigned to a colleague or team member through a new account. This new account must be activated within one (1) month from the Bootcamp start date. After this period, the benefit will no longer be valid.

4.3 Unused benefits cannot be deferred, reactivated, or extended after the expiration date.

4.4 This benefit cannot be stacked, combined, or extended beyond the three (3) months and cannot be used to pause, replace, or offset payments of any existing Semrush subscription plan.

#### **5. Event Changes**

5.1 Semrush reserves the right to change, modify, or cancel the Bootcamp or the related

subscription benefit at any time, with reasonable notice to participants.

**6. Limitation of Liability**

6.1 Semrush shall not be held liable for technical issues, participant's inability to use the Toolkits due to their own system limitations, or specific business outcomes from using the complimentary access.

**7. Governing Terms**

7.1 These Bootcamp-specific Terms & Conditions apply in addition to Semrush's general Terms of Service and Privacy Policy.

By registering for the Spotlight Bootcamp, participants acknowledge and agree to these conditions.