

CEO.buzz Terms of Service

1. Welcome

The following Terms of Service govern all use of the CEO.buzz website, its sub-domains (like [thinktank.ceo.buzz](#)), and all content, services, and products available at or through the website. Everyone needs to agree to these Terms of Service to use the service.

We call CEO.buzz an 'action think tank' (hereafter the 'think tank') since it is a space where C-level executives converge to exchange advice and ideas, recruit, and form collaborations to strengthen their companies through action.

CEO.buzz is a space for reciprocal taking and giving, where you find the building blocks of your strategy and actions to get a step ahead of your rivals.

We encourage active and informed participation. Do not hesitate to reach out with criticism or ideas or to share a virtual cup of coffee. If you are dissatisfied, please let us know. If you like us, invite your C-level friends.

Please take a moment to review our think tank's purpose and rules.

This document uses 'we' and 'CEO.buzz' as synonyms.

2. Mission and Vision

Mission

We offer outstanding executive knowledge to an international cohort of actively sharing C-level executives in a pleasant environment, free from distractions and full of constructive feedback.

Vision

Executives' knowledge shared around the globe improves individual and company performance, making every castle and hut a better place to live.



3. Membership and Qualification

CEO.buzz is an international platform where English is the sole language of communication at *all proficiency levels*, ensuring accessibility to a wider audience. The think tank is open to current and former C-level professionals, which include:

- C-level business executives
- Business board members

Membership may extend to other professionals with documented qualifications beneficial to CEO.buzz, subject to approval by the think tank host.

As part of our quality assurance process, we may ask membership applicants and members to provide proof of qualifications and identity. These measures are imposed to protect you and the think tank from unqualified people who sometimes have less flattering intentions in mind. These measures include:

a. A link to your public LinkedIn profile page showing current and accurate qualifications

b. A clear photo of the identity pages of your valid state-certified ID, like a driver's license or passport. The photo should display your full name, country, and any details confirming the validity of the ID or passport (hologram, stamp or similar qualifier).

Please ensure that *any sensitive information* not required for identification is covered or retouched. Once the identification process is complete, we will promptly delete the photo. Kindly note that you share the photo at your own risk

c. Additional verification, if deemed necessary

Failure to provide satisfactory proof of identity and qualifications within three days of a written request may result in exclusion from the think tank without compensation.

CEO.buzz reserves the right to refuse membership or plan renewal without specifying reasons.

Membership is valid for the approved individual and up to three of its personal devices' IP addresses within any 30-day period. If you need more, please get in



touch with us. Sharing login information or using someone else's account is not permitted.

Due to legal reasons, we must mention that members should be at least eighteen years old.

4. Member Security and Safety

Your role as a C-level executive makes you a prime target for cybercriminals.

Your effective security practices are crucial for safeguarding your and others' information on CEO.buzz. Your desktop, laptop, smartphone, and other devices are vulnerable to attacks from individuals with malicious intent and technical skills (hackers, crime syndicates, foreign states, etc.). Securing your devices reduces the risk of unauthorised access to your account and content.

Good practices to follow

- a. Use a strong password; do not share it. Activate two-factor authentication
- b. Immediately notify us if you suspect unauthorised access or use of your account or others'
- c. Use up-to-date apps, antivirus software and firewalls on your devices
- d. Report any viruses or malware to us promptly
- e. Exercise caution when connecting to open wireless networks, such as those in airports or cafes, as they may compromise your device's security
- f. Ensure that files and links uploaded to the think tank are from reputable sources and are actively scanned for viruses by you before uploading. You are fully responsible for all the content you upload. Downloads within the think tank are the responsibility of the uploader and downloader; any consequences are solely between these two parties. CEO.buzz bears no responsibility for shared files or content behind Internet links.

A few friendly 'please do not':

1. You may not use, or try to use, other members' account



2. You may not automate access to the think tank or monitor the think tank, such as with a web crawler, browser plug-in or add-on, or other computer program that is not a web browser
3. You may not use the think tank to send email to distribution lists, newsgroups, or group mail aliases
4. You may not falsely imply that you are affiliated with or endorsed by CEO.buzz
5. You may not hyperlink to images or other non-hypertext content on the think tank on other web pages
6. You may not show any part of the think tank on other websites using "iframe" or other technology
7. You may not disable, avoid, or circumvent any security or access restrictions of the think tank
8. You may not strain the infrastructure of the think tank with an unreasonable volume of requests or requests designed to impose an unreasonable load on information systems underlying the think tank
9. You may not impersonate others through the think tank
10. You may not submit content to the think tank containing malicious computer code, such as viruses or spyware.
11. You may not use the think tank to disclose information you do not have the right to disclose, like others' confidential or personal information.
12. You may not communicate unconstructively about members, including moderators, the host, CEO.buzz, or other products and services.
13. You may not encourage or help anyone in violation of these Terms of Service

CEO.buzz may investigate and prosecute violations of these Terms of Services to the fullest legal extent. The company may notify and cooperate with law enforcement authorities in prosecuting violations of the law and these terms. CEO.buzz reserves the right to change, redact, and delete content in the think tank for any reason.



5. Your Account

You must create and log into an account to use the think tank.

To create an account, you must provide some information about yourself. If you create an account, you agree to provide, at a minimum, a valid email address and to keep that address up-to-date. You may close your account at any time by using the CEO.buzz contact form.

You agree to be responsible for all action taken using your account, whether authorised by you or not until you either close your account or notify CEO.buzz that your account has been compromised. You agree to notify CEO.buzz immediately if you suspect your account has been compromised.

CEO.buzz may restrict, suspend, or close your account on the think tank if CEO.buzz reasonably believes you have broken any rule in these Terms of Service.

6. Your Content

The content you submit to the think tank belongs to you. By using the think tank, you are granting CEO.buzz a non-exclusive, royalty-free, perpetual, and worldwide license to use your content in connection with the operation of the think tank, including, without limitation, the license rights to copy, distribute, transmit, publicly display, publicly perform, reproduce, edit, translate and reformat your content, and/or to incorporate it into a collective work.

Think tank members may post your material on established social media such as Twitter, Facebook, or LinkedIn, with up to ten weekly posts per member, excluding Ambassadeur members and Staff with no such limitations. Nothing in these terms gives you any ownership rights to CEO.buzz's intellectual property.

Between you and CEO.buzz, you remain solely responsible for the content you submit to the think tank. You agree not to wrongly imply that content you submit to the think tank is sponsored or approved by CEO.buzz. These terms do not obligate CEO.buzz to store, maintain, or provide copies of the content you submit and to change it according to these terms.

Others who receive content you submit to the think tank may violate the terms on which you license your content. You agree that CEO.buzz will not be liable to you for those violations.



You agree to indemnify CEO.buzz from legal claims by others related to your breach of these terms or breach of these terms by others using your account in the think tank.

Both you and CEO.buzz agree to notify the other side of any legal claims for which you might have to indemnify CEO.buzz as soon as possible. You agree to allow CEO.buzz to control the investigation, defence, and settlement of legal claims for which you would have to indemnify CEO.buzz and cooperate with those efforts. CEO.buzz agrees not to agree to any settlement that admits fault for you or imposes obligations on you without your prior agreement.

Please consult our Privacy Policy for details about our use of your information.

Please consult our Copyright Policy for details about our copyright management.

7. Actors and Trust Levels

Actors

These are the different actors in the think tank.

Guest: Anyone browsing the think tank web address without logging in is considered a guest.

Member. The role you get when you have subscribed to a think tank plan. This is the ordinary user, the most common role in the think tank. This role has member, but not moderator or administrator, access. For information on access rights, please see Privacy Policy paragraph 5.3.

Ambassador Member (AM). A role appointed by a moderator (not by a 'category moderator'). This role provides think tank-internal motivation and tank-external visibility and attractiveness.

Main tasks:

- Motivate and energise by posting, discussing, carefully provoking, etc.
- Post CEO.buzz related on LinkedIn and Twitter systematically under own name
- Propose, organise, and co-host live events with your senior mentor
- Optionally shoulder more tasks

You play an essential role in promoting CEO.buzz internally and on social media. Benefits: Intrinsic and may qualify for senior roles. This role has member access. Reports to the recruiting moderator.



Senior Advisor (SA). A partner role appointed by the host. This role provides volunteer senior competence advice and thought leadership.

Main tasks:

- Periodically author War Stories (lessons learnt)
- Mentor new members
- Post and advise members in Advice and War Stories categories
- Post CEO.buzz related on LinkedIn and Twitter under own name
- Organise and host live events also with other members/externals
- Develop the think tank with the host

You play a key role as a think tank leader and role model. Benefits: Intrinsic, a free plan, and influence on the evolution of the think tank. This role has member access. Reports to the host.

Senior Mentor (SM) role: A partner role appointed by the host. This role provides volunteer senior competence advice and member guidance.

Main tasks:

- Moderate and motivate members
- Mentor new members
- Post and advise members in Advice and War Stories categories
- Post CEO.buzz related on LinkedIn and Twitter under own name
- Recruit (internally) and manage ambassador members
- Organise and host live events with its ambassador members and others
- Develop the think tank with the host

You play a key role as a think tank leader and role model. Benefits: Intrinsic, a free plan, and influence on the evolution of the think tank. Full member and moderator access. Reports to the host.

Host (TH) role: Partner, moderator, and host role. This role provides think tank leadership and volunteer senior guidance and motivation.

Main tasks:

- Leading the think tank evolution
- Moderating and motivating members
- Mentoring new members
- Post CEO.buzz related on LinkedIn and Twitter under own name
- Recruit senior mentors and senior advisors
- External marketing and contacts
- Supplier contacts
- Technical maintenance
- Responsible for finance and administration



- Responsible Terms of Service, Privacy Policy, Copyright Policy and other legal
- Has the final say

Co-Host role (cTH): The host may delegate or share host responsibilities, partly or fully, with any think tank member, then referred to as the Co-Host. Reports to the host.

All roles, except Guest, are think tank members. One member may have many roles.

Partner status. Members earn this position of seniority based on their specific competence area and their willingness to take on a more systematic and active role within the think tank. The position entails influence over strategic and tactical issues within the think tank. Partners are expected to serve as role models, demonstrating integrity and drive in the best interests of the think tank.

Moderator status. This is a position of trust. The moderator guides and motivates members, their behaviour and posting. Effective long-term moderation is not primarily about authoritatively removing inappropriate content. It involves actively being a role model member, motivating, guiding and making proactive decisions about desired member activities and conduct, much like mentoring. The authoritativeness should be applied as a last resort.

The moderator position may encompass the entire think tank as a 'moderator', moderating the entire think tank, or specific parts of the think tank as a 'category moderator'. The category moderator's permissions depend on its 'Trust level' (see below). When using the term 'moderators', the entire think tank moderators are meant if the context does not suggest otherwise.

As a moderator, you also oversee the think tank, ensuring that users and content comply with the Terms of Service, Privacy Policy, Copyright Policy, and other decisions made by the host. The think tank provides various tools to assist the moderator in this regard. The think tank platform we use is called "Discourse".

More general information about the moderation process is found here (details may differ in CEO.buzz because of configuration decisions):

<https://meta.discourse.org/t/discourse-moderation-guide/63116?ref=blog.discourse.org>



When proactivity is insufficient, reactive action may be necessary. As a last resort, moderators may issue a formal warning (Chapter 11) to members if they breach the Terms of Service.

Moderators report to the host. For information on access rights, please refer to Privacy Policy paragraph 5.3.

Staff. 'Staff' is the common name for 'administrators' and 'moderators', who are members with increased think tank system rights. 'Category moderator' is not a member of the group called 'Staff'. 'Staff' does not describe a group employed in the think tank.

More general information about roles is found here (details may differ in CEO.buzz because of configuration decisions):

1. <https://meta.discourse.org/t/understanding-user-statuses-roles-and-permissions/35171>
2. <https://meta.discourse.org/t/trust-level-permissions-table-inc-moderator-roles/224824>

Contributions. These might include posting, war story-authoring, or moderating, and are carried out by members, such as Senior Mentors and Senior Advisors, as part of their roles. They should be executed according to at least the agreed volume and frequency.

Failure to do so may result in the member being offered a more expensive plan alternative with no formal contributions for the next year. The member must then fulfil the full unmet contribution quota during the following year to re-qualify for a contribution-based plan in subsequent years. The host may decide on other arrangements.

Trust levels

The member trust level (TL) system is a cornerstone of CEO.buzz. The trust levels are a way of granting you, as an experienced and helpful member, more rights over time so that you can help everyone refine and moderate the community to which you generously contribute so much of your time. Staff (moderators and hosts) are excluded from the trust level system.

CEO.buzz has four trust levels.

Trust level 1 (TL1): 'Basic user'. This is where you start off. You may use all core think tank functions:



- Post
- Send PMs
- Flag posts (for moderation)
- Mute other users (muting notifications from their actions)

And more.

Trust level 2 (TL2): 'Member'. You have not only read but actively participated for a considerable period, demonstrating consistency to be trusted with an extended membership. You achieved this level by returning for a while, entering Topics, reading and replying to Posts, casting and getting a few Likes. You may now:

- Use the "Invite others to this topic" onboarding of new users to participate
- Invite others to a group PM
- Edit your posts up to 30 days after posting
- Daily like, edit, and flag limits increased by 1.5×
- Ignore other users (removing all their actions from your screen)

And more.

Trust level 3 (TL3): 'Regular': You have been among the most active readers and reliable contributors for several months. Regulars are not peers who rest on their laurels. After achieving TL3, if you dip below the TL3 threshold, you will be demoted back to TL2. As a Regular, you are trusted with a few of the crucial moderator tasks; these are voluntary. You may now:

- Recategorise and rename topic
- Have all your links followed (we remove automatic no follow)
- Daily like, edit, and flag limits increased by 2×

And more.

Trust level 4 (TL4): 'Leader': You are one regular who has been around, seen, and accomplished nearly everything in the think tank. You have set a positive example for the community through your actions and posts. If someone needs advice, you and the Senior Advisors and Senior Mentors are the ones they turn to. As a Leader, you have earned the highest level of community trust and are almost on the moderator level. Leaders are promoted manually by Staff. You may now:

- Edit all posts
- Pin/unpin topic
- Close topics



- Archive topics
 - Make topics unlisted

 - Split and merge topics
 - Reset topic bump date
 - Daily like, edit, and flag limits increased by 3×
 - Any TL4 flag cast on any post immediately hides the target post
- And more.

More general information about trust levels is found here (details may differ in CEO.buzz because of configuration decisions):

<https://meta.discourse.org/t/trust-level-permissions-table-inc-moderator-roles/224824>

8. Subscription Plans and Termination

CEO.buzz may offer various subscription plans, both paid and free. Members on a subscription plan that includes contributions (defined above) as part of the agreement must fulfil these.

Automatic subscription renewal can be cancelled by members at any time. Paid subscriptions are non-refundable. An exception is made for verified incorrect subscriptions, such as subscribing as a consumer instead of a business customer. These incorrect subscriptions may be cancelled and refunded within seven days of purchasing the plan, minus the costs of the payment provider's processing fees.

CEO.buzz may terminate the agreement written out in these terms at any time. When our agreement terminates, your permission to use the forum also terminates.

9. We Love Marketing and Selling But Not Inside the Think Tank

Please network, make friends, demonstrate personal excellence, build your reputation - and have a laugh. We want you to enjoy good advice and gain tremendous value from connecting with the excellent competencies in CEO.buzz in a serene and focused environment. Therefore, we ban all push marketing methods that seek attention by pushing marketing or sales messages to potential customers in CEO.buzz.

We understand that this might require a thorough definition.



What you may not do

Marketing, including pitching, selling, advertising, branding, and all other forms of push marketing, of your employer, your company, or any other organisation or their services offered are prohibited within the think tank. The same restriction applies if you are marketing yourself as a service, for example, as a self-employed consultant. Any form of initiative revealing business identification characteristics, such as mentioning, picturing, hinting, or even singing a company name, brand, products, linking, or in any other way communicating such characteristics related to you, is prohibited.

For the same reasons as marketing, recruitment, or pitching for a position or company collaboration, outside of the two dedicated Categories are prohibited, no matter how subtle.

What you may do

Key approach for marketers: *Build your reputation and stay passive*

- If a potential customer member explicitly asks you for specific information about your company, employer, or products, you may respond using two-party communication methods. The response might be through think tank email or phone calls, but not in a way visible to other members, such as in a think tank post or group chat.

To achieve a 'pull marketing effect', we recommend you focus on building your reputation by creating an abundance of valuable posts and by being knowledgeable and helpful. You may mention where you work and your position on your profile page, but here only. You may not prompt or hint the potential customer member to visit your profile page in any way, including exposing a link.

- Every piece of marketing information you share in two-party communication should be *specifically requested* by the potential customer
- You may not suggest or hint to a potential customer to start or move a marketing or pitching-related discussion outside the think tank. However, *if a potential customer proposes such a move independently, you may accept it*



- *If a potential customer requests that you stop sending information or contacting them again, you should do so without further discussion*
- In a dispute, the marketing or selling member bears the burden of proving that the action taken, such as the information product being sent, was explicitly requested by the potential customer. To avoid any issues, we recommend communicating in writing

Except for members reposting other members' posts to established social media according to these Terms of Service, copying, reusing, or selling member-related material and information from the think tank is prohibited. This restriction prevents external marketing or recruitment activities towards members using think tank material and information. In a dispute, the user of material or information from the think tank carries the burden of proving that the material or information used was acquired elsewhere than from the think tank.

If in doubt, do not hesitate to contact us using the support function.

If you notice any issues related to the marketing and recruitment regulations outlined above, please report this using the support function.

10. Posting and Moderation

Please maintain the role model you are in your professional life when interacting with fellow members. Be respectful and courteous.

When you need advice, please search for it in the appropriate Categories before creating a new post.

You are solely responsible for the content of your posts. CEO.buzz does not guarantee their accuracy or usefulness. CEO.buzz is not responsible for members' posts and other communication.

CEO.buzz encourages informed discussions, particularly on topics where members may disagree. Respectful disagreement and constructive criticism are not grounds for moderation.

Users who find a posted message inappropriate are encouraged to flag the specific post for moderation. We reserve the right to remove objectionable messages within a reasonable time frame if this is deemed to be the appropriate decision based on these Terms of Service and CEO.buzz's other policy documents like Copyright Policy and Privacy Policy.



By using this service, you agree not to post any material that is knowingly false, defamatory, inaccurate, abusive, undemocratic, vulgar, hateful, harassing, obscene, sexually oriented, threatening, invasive of privacy, spamming, or otherwise violative of any applicable law. You also agree to avoid discussions concerning religion, politics, and private finances.

By using this service, you agree to adhere to all applicable laws and regulations, including antitrust laws and regulations.

You agree not to post any copyrighted material unless you own the copyright.

You may not plan, recruit, or market competing think tanks or communities within the think tank or encourage members to leave the think tank or join competing platforms.

Biased behaviour intended to manipulate rankings, such as systematic co-voting or dummy posts, is prohibited.

To report any activities described above, please flag the post for moderation.

You may post anonymously. More details about anonymous posting can be found in our Privacy Policy.

We do our best to run a secure think tank. But no Internet website is 100% secure. We will not accept responsibility for any direct or indirect damage resulting from the disclosure of personal information, company information, or other information, regardless of reason, whether posted anonymously or not. We recommend members treat sensitive information with great caution and not post or otherwise communicate it in the CEO.buzz think tank.

11. If Someone Struggles to Follow These Rules

Moderators will strive to serve as role models and guide the think tank in alignment with these Terms of Service. If moderators determine a member has violated the rules, warnings may be issued according to the three-strike policy outlined below. In severe cases, two-strike or immediate and indefinite bans may be imposed on members. The three-strike ladder:

1. **Inform:** *"If this is your first warning related to think tank rules within three (3) years, we hope it was an unintentional mistake that will not be repeated. We encourage you to familiarise yourself with the CEO.buzz Terms to avoid receiving a second warning, which may result in a*



temporary ban."

2. **Temporary ban:** *"If this is your second warning related to think tank rules within three (3) years, we regret to inform you that you will be temporarily banned from the think tank for one month. You are welcome to return after this period of reflection. Please review the CEO.buzz Terms to prevent receiving a third warning, which could lead to an indefinite ban."*
3. **Indefinite ban:** *"If this is your third warning related to think tank rules within three (3) years, we regret to inform you that you will be indefinitely banned from the site."*

Members banned from the think tank are not entitled to a subscription refund or any other form of compensation.

The host may decide on variations in the three-strike policy to cope with the circumstances.

12. Services provided

A thriving think tank in a dynamic environment is never static over long periods. Therefore, the think tank management reserves the right to change the services offered, including functionality and information saved or presented, without providing compensation to members. Notice of major changes will be communicated through the think tank interface.

We aim for 100% site availability by utilising leading Software as a Service (SAAS) providers and implementing effective processes. However, we do not provide a quantified guarantee of site availability.

13. Force majeure

A party is free from liability when the loss, damage, or delay is caused by legal enactment, export restrictions, war, strikes (contractual and contrary to contract), lockouts, natural disaster, blockades, sub-contractors/suppliers fault or negligence, or other circumstances beyond the party's control that party could not reasonably have foreseen and which consequences party shall not nor could reasonably have avoided or overcome.

The reservation with respect to strikes, lockouts, and blockades applies even if the party has taken or is subject to such action. If force majeure lasts more than five weeks, both parties have the right to terminate the agreement.



The party who wishes to invoke force majeure relief from obligation, should in writing (email or mail are acceptable media) and without delay notify the other Parties thereof while including proof of the force majeure situation. The same shall apply when the circumstance that the party relied on for the relief from the obligation ceases.

14. Dispute

The parties - think tank member or other party, and CEO.buzz - hereby agree to submit a dispute arising out of the CEO.buzz think tank to final determination by:

1) Swedish court under the Swedish law 1 chapter. 3 d § RB concerning the dispute of minor values (Swedish: "Förenklade tvistemål"). If this law is not applicable as decided by the court, then option two below applies.

2) Arbitration in accordance with the Rules for Expedited Arbitrations of the Arbitration Institute of the Stockholm Chamber of Commerce. The cost of the arbitration is to be paid by the party submitting the dispute to the arbitration institute.

The seat of arbitration shall be in Stockholm, Sweden. The language to be used in the arbitral proceedings shall be Swedish.

The dispute shall in all cases be decided in accordance with Swedish law.

15. Disclaimer

CEO.buzz is intended to offer advice, information, ideas, and opinions as accurately as possible regarding the subject matter covered. It is provided with the understanding that no members or other parties, including, for example, partners, moderators, host, CEO.buzz and Able Management Advisors Europe EF are providing business, legal, investment, accounting, or other professional services when sharing information or providing this platform.

There are no warranties regarding the accuracy or completeness of the advice, information, ideas, and opinions shared, and we disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials.

The advice, information, ideas, and opinions contained herein may not be suitable for your situation. You should consult with a professional elsewhere when appropriate. No members or other parties, including, for example, partners, moderators, host, CEO.buzz and Able Management Advisors Europe EF



shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, personal, or other damages.

If a court or arbitration process still finds any party liable, the responsibility for any damages is limited to a maximum of USD 500 in total.

16. General Terms

If a provision of these terms is unenforceable as written, but could be changed to make it enforceable, that provision should be modified to the minimum extent necessary to make it enforceable. Otherwise, that provision should be removed.

You may not assign your agreement with CEO.buzz. The company may assign your agreement to any affiliate of CEO.buzz, any other company that obtains control of CEO.buzz or any other company that buys assets of CEO.buzz related to the think tank. Any attempted assignment against these terms has no legal effect.

Neither the exercise of any right under this agreement, nor waiver of any breach of this agreement, waives any other breach of this agreement.

Together with the Privacy Policy and Copyright Policy, these terms embody all the terms of the agreement between you and CEO.buzz about the use of the think tank. These terms entirely replace any other agreements about your use of the think tank, written or not.

The CEO.buzz think tank is founded, run, and owned by Able Management Advisors Europe EF. Any legal relationship, claim, or commitment related to 'CEO.buzz' in the above should be directed towards:

Able Management Advisors Europe EF
Vanadisplan 8
113 31 Stockholm
Sweden

17. Changes

CEO.buzz last updated these terms on **2024-02-29**

CEO.buzz and may update this policy. CEO.buzz will post all updates to the think tank. CEO.buzz agrees to message you in the think tank for updates that contain substantial changes if you have created an account.



Once you get notice of an update to these terms, you must agree to the new terms in order to keep using the think tank.

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CEO.buzzTM

