

Website Terms of Use

Effective 29 October 2026 · Last updated 29 October 2026

Applies to the website at indiehacked.com and the Weekly Unpack newsletter.

1. Who we are

IndieHacked, the website at indiehacked.com (the “Website”), and its newsletter, Weekly Unpack (together, the “Services”), are operated by **Piik Labs AB**, a company registered in Sweden with organisation number 559577-8506 (the “Company”, “we”, “us”, “our”).

1.1 Scope: what these terms cover

IndieHacked is a Piik Labs brand. These Terms of Use govern your access to and use of the Website and Weekly Unpack. Piik Labs AB operates other products under separate brands, each governed by its own terms.

1.2 Contact

Company	Piik Labs AB
Organisation number	559577-8506
VAT number	SE559577850601
Registered address	Box 691, 414 52 Göteborg, Sweden
General enquiries	info@indiehacked.com
Legal and compliance	legal@indiehacked.com

2. Acceptance of these terms

By accessing the Website or subscribing to Weekly Unpack, you agree to these Terms of Use. If you do not agree to them, do not use the Services.

You must be at least 16 years old to subscribe to Weekly Unpack.

3. Weekly Unpack

3.1 Subscribing

Weekly Unpack is a free weekly email with the week's news, sponsored slots, new features on the Website and launches. Your subscription starts when you confirm it from the email we send to the address you entered.

3.2 Unsubscribing

You can unsubscribe at any time with the link in each issue. How we handle your address before and after is described in the [Privacy Policy](#).

3.3 Changes to Weekly Unpack

We may change how often Weekly Unpack is sent and what it contains, pause it, or stop it. We may remove an address where we reasonably believe it was submitted abusively, automatically, or by someone other than the person the address belongs to.

4. Our content

4.1 Information, not advice

The news, interviews, figures and tools on the Services are general information. They are not financial, investment, legal or tax advice, and you should not rely on them as such. Decisions you make based on them are your own.

4.2 Figures

We label revenue figures as self-reported, verified or public. A self-reported figure is the founder's own statement, which we have not checked.

4.3 Corrections

When we correct a published item, we add a dated note to it. To report an error, write to info@indiehacked.com.

4.4 Sponsored content

Sponsored placements on the Website and sponsored slots in Weekly Unpack are labelled as sponsored. A sponsor's product, offer and claims are the sponsor's own responsibility.

5. Acceptable use

You agree not to:

- Subscribe an email address that is not yours, or submit addresses in bulk or by automated means;
- Attempt to gain unauthorised access to the Services, their servers, or any system or network connected to them;
- Probe, scan, or test the vulnerability of the Services, or breach any security or authentication measure, except under a coordinated disclosure arrangement agreed with us in advance;
- Interfere with the normal operation of the Services, including by overloading them or by any denial-of-service activity;
- Use any automated means to scrape, copy, or harvest content from the Website beyond ordinary search-engine indexing;
- Use the Services for any unlawful purpose, or in breach of any applicable law.

We may restrict or block access to the Services where we reasonably believe this section has been breached.

Security reports are welcome. If you find a vulnerability, tell us at legal@indiehacked.com rather than exploiting or publishing it, and we will not treat a good-faith report as a breach of these terms.

6. Intellectual property

The Services and their contents, including the IndieHacked name, mark and wordmark, articles, interviews, text, layout, design and graphics, are owned by Piik Labs AB or used under licence, and are protected by copyright, trade mark and other intellectual property laws.

You may read the Services, print or download extracts for your own personal, non-commercial reference, and quote short extracts with credit to IndieHacked and a link to the source. The files on the [press kit](#) page may be used to write about or link to IndieHacked. You may not otherwise reproduce, republish, distribute, or commercially exploit any part of the Services without our prior written permission.

Names and logos of the products and companies we write about, and of our sponsors, are the property of their respective owners and are used for identification only. Their appearance does not imply any endorsement, affiliation, or partnership beyond a placement labelled as sponsored.

7. Third-party links and services

The Services link to third-party websites and services that we do not control, including the products we write about and our sponsors. We are not responsible for their content, their availability, or their privacy practices. Following such a link is at your own risk, and the third party's own terms and privacy policy will apply.

8. Availability and disclaimers

The Services are provided "as is". We aim to keep them available, but we do not guarantee that they will be uninterrupted, error-free, or free of harmful components. We may suspend, withdraw, or change all or part of the Services without notice.

We take care that what we publish is accurate when we publish it, but we do not guarantee that information on the Services is complete, accurate or current.

Nothing in this section or in section 9 limits your rights as a consumer. Where you are a consumer, mandatory rights under Swedish law and the law of your country of residence apply regardless of what these terms say, and the disclaimers here apply only to the extent the law permits.

9. Liability

We do not exclude or limit our liability in any way where it would be unlawful to do so. This includes liability for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, and for any liability that cannot be excluded or limited under mandatory law, including mandatory consumer protection law.

Subject to that, and to the extent permitted by law, we are not liable for any indirect or consequential loss, or for loss of profit, revenue, business, goodwill, or anticipated savings, arising from your use of or inability to use the Services, or from decisions you make based on their content.

The Services are provided free of charge. Where you are not a consumer, our total liability arising out of or in connection with the Services and these terms is limited to SEK 5,000.

We do not require an indemnity from consumers. Where you use the Services in the course of a business, you agree to indemnify us against claims arising from your breach of section 5.

10. Privacy

How we handle personal data collected through the Services is described in the [Privacy Policy](#), which forms part of these terms by reference.

11. Changes to these terms

We may revise these Terms of Use. The version in force is the one published on this page, identified by the version number and date at the top. Changes are not retroactive and do not affect anything that happened before they took effect.

Where a change materially affects you, we will notify Weekly Unpack subscribers by email before it takes effect. Continued use of the Services after that point constitutes acceptance of the revised terms, to the extent permitted by law.

12. Governing law and disputes

These Terms of Use are governed by Swedish law. Disputes are subject to the jurisdiction of the Swedish courts.

Consumer carve-out. If you are a consumer resident in the EEA, this choice of law does not deprive you of the protection of mandatory provisions of the law of your country of residence, and you may bring proceedings in the courts of that country.

If you are a consumer and we cannot resolve a complaint between us, you may refer the matter to the Swedish National Board for Consumer Disputes (Allmänna reklamationsnämnden, ARN), Box 174, 101 23 Stockholm, arn.se. We will engage with ARN proceedings and give serious consideration to its recommendations. If you live in another EEA country, the European Consumer Centre in Sweden (ECC Sverige) can advise you on cross-border complaints: konsumenteuropa.se.

13. General

If any provision of these terms is found to be invalid or unenforceable, the remaining provisions continue in force. Our failure to enforce any provision is not a waiver of it.

These terms, together with the Privacy Policy, are the entire agreement between you and us in relation to the Services.

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