Terms of Service

Last updated October 24, 2026

These Terms of Service (“Terms”) are an agreement between you and Bump The DSL, LLC (“we”, “us”). They apply when you use Relay, the software we build and operate to run our business, or any page or link Relay serves, such as an order tracking page, a delivery review form, the creator application page or creator portal, a supplier upload link, or this website. By using them you agree to these Terms. If you do not agree, do not use them.

SUMMARY

Relay is our own software, not a product for sale. Use the pages and links we give you only for their purpose, keep private links private, and follow the rules of the platforms we connect to. Buying from the store is covered by the store's own terms.

About Relay

Relay is the in-house software of Bump The DSL, LLC. We use it to manage an online store's orders, customer support, advertising and creator collaborations (“the store”), working with platforms such as Shopify, TikTok Shop, Meta and Google. It is not offered for sale or licence to the public. Some parts of it are open to customers, creators and suppliers, and these Terms cover those parts.

Purchases and subscriptions

Orders, payments, shipping, returns and refunds are governed by the terms and policies of the store you bought from, which are linked from its website. Subscriptions you start on the store are governed by the terms shown when you subscribe and by the store's policies. Nothing in these Terms limits the rights you have as a buyer under those policies or under consumer law.

Who may use Relay

- Only our staff and the people we authorize may use Relay's admin features, each with their own account.
- Anyone may use Relay's public pages, such as a tracking page or the creator application page, for their intended purpose.

- If you work with us as a creator or supplier, you must be old enough to enter into a binding contract where you live, and the information you give us must be accurate.

Private links

Links we send you, such as a tracking or review link, a creator portal link or a supplier upload link, are meant for the order or person they were created for. They expire and can be cancelled at any time. Do not share them, and do not use a link that reached you by mistake; tell us instead.

Acceptable use

When you use Relay or a page it serves, you must not:

- access, or try to access, anything you are not authorized to, including by guessing order numbers, links or passwords;
- probe, scan or test the security of our systems, or get around a security feature or rate limit (see “Reporting security issues” below);
- use bots, scrapers or other automated means to access Relay, or overload or disrupt it;
- upload malware or any file or content that is unlawful, infringing, deceptive, harassing or not yours to share;
- impersonate anyone, or give false information about an order, a delivery or yourself; or
- copy, modify, reverse engineer or resell any part of Relay.

What you send us

- You keep ownership of what you submit, such as a review, an application, a message or an upload. You give us a non-exclusive, royalty-free licence to use it to run our business as described in our Privacy Policy: for example, to improve our service from your review, or to submit a supplier's proof of delivery as evidence to Shopify, payment processors and card networks.
- Content creators make for us is governed by the agreement or brief agreed with that creator, which takes priority over these Terms. If there is none, we use the content only as agreed in writing.
- Creators must clearly disclose their relationship with the store in any content about its products (for example with “#ad” or the platform's paid-partnership label), as advertising law and platform rules require.
- Commissions and payouts follow the terms of the program you joined. Commissions on TikTok Shop sales are paid by TikTok under TikTok's terms, not by us.

Messages from us

- **Automated messages.** Some messages we send are automated, and they say so: for example, the private reply we may send when you comment on one of the ads we manage.
- **Work alerts.** We send WhatsApp work requests and alerts only to suppliers and team members who agreed to receive them. Tell us and we stop.
- **Creator outreach.** We may contact creators through TikTok Shop's messaging, following TikTok's rules. Ask us to stop and we will add you to a do-not-contact list.

Comments on ads and social media

We moderate comments on the ads and social media accounts we manage. We may hide or delete a comment and contact you privately so we can resolve an issue with you directly; our Privacy Policy explains how. Your comments are also subject to the rules of the platform you post them on.

Third-party platforms

Relay works with services run by other companies, including Shopify, TikTok, Meta (Facebook, Instagram and WhatsApp) and Google. Your use of those services is governed by their own terms and policies, and we are not responsible for them.

Tracking and delivery information

Tracking information comes from Shopify and from shipping carriers. It can be delayed, incomplete or wrong, and we show when it was last updated. Estimated delivery dates are estimates, not promises.

Our intellectual property

Relay, its software, design and content, and the Relay name and logo belong to Bump The DSL, LLC. These Terms do not give you any right to them except to use Relay's pages as intended.

Reporting security issues

If you find a security problem, email privacy@bumpthedsl.com with “Security” in the subject line and do not access or change data that is not yours. We will not pursue good-faith reports that follow this section.

Privacy

Our Privacy Policy explains how we handle personal information, and our Data Deletion Instructions explain how to have it deleted.

Disclaimers

To the fullest extent the law allows, Relay and the pages and information it provides are offered “as is” and “as available”, without warranties of any kind, express or implied, including warranties of merchantability, fitness for a particular purpose and non-infringement. We do not promise that Relay will be uninterrupted or error-free.

Limitation of liability

To the fullest extent the law allows, we are not liable for any indirect, incidental, special, consequential or punitive damages, or for lost profits, revenue or data, arising from your use of Relay, and our total liability for any claim relating to Relay is limited to US$100. This does not limit any liability that cannot be limited by law, or your rights as a buyer under the store's policies.

Indemnity

If you use Relay in connection with your own business, for example as a creator or supplier, you agree to cover our reasonable losses and costs from claims by others that result from your breach of these Terms or your misuse of Relay, to the extent the law allows.

Suspension and termination

We may suspend or end your access to Relay, or cancel any link, at any time, especially if we believe these Terms have been broken. The sections on what you send us, our intellectual property, disclaimers, limitation of liability, indemnity and governing law continue to apply afterwards.

Changes

We may change Relay and these Terms. When we change these Terms, we update the date at the top of this page; if a change is significant, we will make it clear on this page before it takes effect. Continuing to use Relay after a change means you accept it.

Governing law and disputes

If you have a concern, please contact us first at privacy@bumpthedsl.com; most concerns can be resolved quickly that way. These Terms are governed by the laws of the State of New York and applicable United States federal law, without regard to conflict-of-law rules. Any dispute that is not resolved informally will be decided by the state or federal courts located in the State of New York, and you and we agree to their jurisdiction. If you are a consumer, this does not take away the protection of the mandatory laws where you live, or any right you have to bring a claim in your local courts.

General

These Terms, together with the store's terms and any separate agreement you have with us (which takes priority where it conflicts), are the whole agreement between you and us about Relay. If any part of these Terms cannot be enforced, the rest still applies. If we do not enforce a right, we have not waived it. You may not transfer these Terms; we may transfer them as part of a merger, acquisition or sale of assets.

Contact us

Questions about these Terms can be sent to privacy@bumpthedsl.com, or to our Data Protection Officer at the same address with “Attn: Data Protection Officer” in the subject line. Support questions, including questions about an order, go to the same address.