Terms of Service

Meels — Last updated: 27 October 2026

Welcome to Meels. These Terms of Service ("Terms") form a legal agreement between you and MEELS CO. PTY LTD (44 678 010 485) ("Meels", "we", "us", or "our"). They govern your access to and use of the Meels mobile application, our website at meelsapp.com, and any related services (together, the "Service").

By creating an account or using the Service, you agree to these Terms and our Privacy Policy. If you do not agree, you must not access or use the Service.

1. Eligibility

You must be at least 16 years old to use the Service. When you sign up, you must confirm that you are 16 years of age or older. By doing so, you represent that this is true.

If you use the Service on behalf of an organisation, you represent that you have the authority to bind that organisation to these Terms.

2. Your account

You are responsible for your account and for any activity that occurs under it. You agree to:

- provide accurate information when you sign up and keep it up to date;
- keep your login details secure and not share them with anyone; and
- notify us promptly if you suspect any unauthorised access to or use of your account.

We may suspend or terminate your account if you breach these Terms, as described in Section 12.

3. The Service

Meels is a food-focused social platform that lets users share short-form food videos and forum posts, follow other users, like and comment on content, save recipes to their Cookbook, build shopping lists from recipes, plan meals, mark recipes as cooked, and review recipes.

The Service is currently in early release, and features may change, be added, or removed over time.

We may change, suspend, or discontinue all or part of the Service at any time, with or without notice, although we will try to provide reasonable notice of significant changes where practicable.

4. User content

4.1 What “User Content” means

“User Content” means any content you submit to the Service, including videos, images, recipe details such as ingredients, steps, serving sizes, prep times and cook times, forum posts, comments, profile information, shopping list entries, meal plans, reviews, feedback, and any other material you upload or submit.

4.2 You own your content

You retain ownership of the User Content you post to the Service. We do not claim ownership of your content.

4.3 Licence you grant to us

By posting User Content to the Service, you grant MEELS CO. PTY LTD a non-exclusive, worldwide, royalty-free licence to host, store, reproduce, adapt, publish, display and distribute that content solely for the purposes of operating, providing, improving and promoting the Service and featuring the creators who use it.

This may include displaying your content within Meels, making it available to other users, formatting or transcoding it for playback, and featuring it across Meels-controlled websites, social media channels and promotional materials.

This licence does not give any third-party brand, advertiser or other business an independent right to use your content for its own marketing or commercial purposes unless you separately agree to that use.

We may create aggregated or de-identified information from activity on the Service for the purposes of operating, analysing and improving Meels, provided that this information cannot reasonably identify you personally.

You remain the owner of your content, and this licence does not prevent you from using your content on other platforms or elsewhere.

This licence continues for as long as your User Content remains on the Service.

If you delete particular User Content or delete your account, the licence granted under this Section 4.3 ends in relation to that content and Meels will not make any new public-facing or promotional uses of that content.

Content that Meels published on its own websites, social media channels or other promotional channels before the content or account was deleted may remain published, but Meels will not newly repost, republish, boost or otherwise make new promotional use of that content after the licence ends.

Deleted content may remain temporarily in secure backup systems for technical, security, legal or operational purposes and will be removed in accordance with our data retention practices.

Aggregated or de-identified information derived from your activity may also be retained where that information can no longer reasonably be linked back to you.

4.4 Your promises about your content

When you post User Content, you represent and warrant that:

- you own the content, or have all necessary rights, licences, consents and permissions to post it and to grant us the licence described in Section 4.3;
- the content does not infringe the intellectual property, privacy, publicity or other rights of any person;
- any person who is identifiable in your content, including in videos and images, has given you permission to include and post that content; and
- the content complies with these Terms and all applicable laws.

5. Content moderation

Videos and forum posts submitted to Meels may be reviewed by our admin team before publication.

We may:

- approve, reject or request changes to submitted content;
- edit descriptions, ingredient lists and step instructions on early-stage content where reasonably necessary for clarity, formatting or safety, and notify the content creator where appropriate;
- remove content that has already been published if it is reported to us or if we later determine that it violates these Terms; and
- grant, revoke or withhold verified creator badges at our discretion.

Moderation decisions are made by Meels staff and authorised contractors.

We aim to apply these Terms consistently, but we do not guarantee that all non-compliant content will be identified, reviewed or removed.

6. Reporting and blocking

The Service includes tools that let you:

- report videos, forum posts and comments that you believe violate these Terms; and
- block other users, which prevents them from interacting with you through certain features of the Service.

We review reports in good faith and take action where appropriate.

Making repeated false or bad-faith reports is itself a breach of these Terms.

7. Copyright and intellectual property complaints

If you believe that any content on the Service infringes your copyright or other intellectual property rights, please contact us using the details in Section 19 and provide:

- a description of the work or right you claim has been infringed;
- a link or other identifying details for the specific content on the Service that you believe is infringing;
- your contact details; and
- a statement that you have a good-faith belief that the use is not authorised by the rights holder and that the information you have provided is accurate.

We will review complaints we consider valid and take appropriate action, which may include removing the content and notifying the user who posted it.

We may also remove content that is the subject of repeated infringement claims.

8. Brand introductions and commercial opportunities

From time to time, Meels may choose to introduce creators to potential brand partners or commercial opportunities.

Meels does not guarantee that any creator will receive an introduction, sponsorship, campaign or other commercial opportunity.

Unless otherwise agreed with the creator in advance, Meels does not charge a creator a fee or commission simply for making an introduction between that creator and a potential brand partner.

Any partnership, sponsorship or other commercial agreement entered into between a creator and a brand is separate from these Terms and is between the creator and the relevant brand, unless Meels expressly agrees otherwise under separate terms.

Meels is not responsible for the conduct of a brand, payment obligations, campaign requirements or content created under a separate agreement between a creator and a brand unless Meels expressly agrees otherwise.

Meels may offer managed campaigns, marketplace services or other commercial services in the future.

If those services involve fees, commissions or additional obligations, those terms will be clearly disclosed before the creator agrees to participate.

9. Intellectual property in the Service

The Service, including its software, design, logos, trade marks and content created by us, excluding User Content, is owned by MEELS CO. PTY LTD or its licensors and is protected by intellectual property laws.

We grant you a limited, non-exclusive, non-transferable and revocable licence to access and use the Service in accordance with these Terms.

Except to the extent permitted by law or expressly allowed through the Service, you must not copy, modify, distribute, reverse engineer or create derivative works from any part of the Service.

10. Feedback

If you send us feedback, suggestions, bug reports or feature requests, you grant us a perpetual, royalty-free licence to use, reproduce, modify and incorporate that feedback into the Service without obligation or compensation to you.

11. Third-party services

The Service uses third-party providers for functions such as authentication, hosting, storage, push notifications and analytics tools, including error tracking and session replay.

The Service may also contain links to third-party websites or services.

We are not responsible for third-party services, and your use of those services may be subject to their own terms and privacy policies.

Details of the third-party providers we use are set out in our Privacy Policy.

12. Suspension and termination

You may stop using the Service at any time and delete your account from within the app.

We may suspend or terminate your access to the Service, remove your User Content or delete your account, with or without notice, if we reasonably believe that:

- you have breached these Terms;
- your conduct creates legal, safety or reputational risk for Meels, its users or any third party; or
- we are required to do so by law or in response to a lawful request from an authority.

Any provisions of these Terms which, by their nature, are intended to survive suspension or termination will continue to apply, including Sections 9 (Intellectual Property in the Service), 10 (Feedback), 13 (Disclaimers), 14 (Limitation of Liability), 15 (Indemnity), and 17 (Governing Law and Disputes).

For clarity, the licence granted under Section 4.3 does not survive deletion of User Content or deletion of an account except for the limited circumstances expressly described in Section 4.3.

13. Disclaimers

The Service is provided on an “as is” and “as available” basis.

To the maximum extent permitted by law, we do not make any warranties or representations about the Service, including that it will be uninterrupted, error-free, secure or free from viruses or other harmful components, or that any content available through the Service is accurate, complete, reliable or safe to rely on.

Meels is a platform for sharing food and recipe content.

We do not provide medical, nutritional, dietary or other professional advice.

Content made available through the Service is provided by users and should not be relied on as a substitute for professional advice.

You are responsible for your own food safety, allergies, dietary requirements and cooking decisions.

Nothing in these Terms excludes, restricts or modifies any consumer guarantee, right or remedy you may have under the Australian Consumer Law or any other applicable law that cannot lawfully be excluded, restricted or modified.

14. Limitation of liability

To the maximum extent permitted by law:

- we are not liable for any indirect, incidental, special, consequential or punitive damages, or for any loss of profits, revenue, data, goodwill or business opportunities arising from or related to your use of the Service;
- our total aggregate liability to you for all claims arising from or related to these Terms or the Service is limited to the greater of the amount you paid us, if any, in the 12 months before the claim arose, or AUD $100; and
- where our liability cannot be excluded under the Australian Consumer Law but can be limited, our liability is limited, at our option, to resupplying the relevant services or paying the cost of having them resupplied.

15. Indemnity

To the extent permitted by law, you agree to indemnify and hold harmless MEELS CO. PTY LTD and its directors, officers, employees, contractors and agents from and against any claims, damages, liabilities, losses, costs and expenses, including reasonable legal fees, arising out of or in connection with:

- your User Content;
- your use of the Service;
- your breach of these Terms; or
- your breach of any law or the rights of any third party.

16. Changes to these Terms

We may update these Terms from time to time.

If we make material changes, we will notify you through the app or by other reasonable means before those changes take effect.

The “Last updated” date at the top of these Terms shows when they were last revised.

By continuing to use the Service after the updated Terms take effect, you agree to the revised Terms.

17. Governing law and disputes

These Terms are governed by the laws of Queensland, Australia, without regard to its conflict of laws principles.

You and we submit to the exclusive jurisdiction of the courts of Queensland, Australia, and any courts entitled to hear appeals from those courts, in relation to any dispute arising out of or in connection with these Terms or the Service.

18. General

These Terms, together with our Privacy Policy, constitute the entire agreement between you and us in relation to the Service.

If any provision of these Terms is found to be invalid, illegal or unenforceable, the remaining provisions will continue in full force and effect.

Our failure to enforce any right or provision under these Terms does not constitute a waiver of that right or provision.

You may not assign, transfer or otherwise deal with your rights or obligations under these Terms without our prior written consent.

We may assign or transfer our rights and obligations under these Terms to an affiliate, or in connection with a merger, acquisition, reorganisation or sale of assets.

19. Contact us

If you have any questions about these Terms, please contact us at:

MEELS CO. PTY LTD

Email: tech@meelsapp.com

Website: https://meelsapp.com