



Terms and Conditions

Conditions governing the use of AgriGuru Africa and the AgriGuru Premium monthly subscription.

EFFECTIVE DATE
10 October 2026
SUBSCRIPTION
R100 per month

OPERATOR
Greenfield Consulting Group
SUPPORT
subscriptions@agriguru.africa

1. About AgriGuru Africa

AgriGuru Africa (“AgriGuru”, “we”, “us” or “our”) is a WhatsApp-based agricultural information and advisory platform operated by Greenfield Consulting Group, a South African private company (registration number 2023/133221/07). These Terms and Conditions apply to all users of the platform and subscribers to its paid services. By accessing or using AgriGuru, you agree to these terms, subject to your rights under applicable law.

2. Services

AgriGuru provides digital agricultural information and decision-support services, including, where available:

- Planting calendars, crop management guidance and seasonal information;
- Agricultural market information, crop nutrition, and pest and disease guidance;
- AI-assisted crop health assessments, including the AgriLens feature; and
- Additional tools, forecasts and personalised support offered through AgriGuru Premium.

Features, availability and the precise scope of Premium services are described in the WhatsApp interface or applicable subscription checkout before purchase. AgriGuru does not sell agricultural inputs or physical goods under this subscription.

3. Free and Premium access

3.1 Free services. Selected core agricultural information and advisory features may be accessible without payment. Free features can change as the platform develops.

3.2 AgriGuru Premium. AgriGuru Premium is an optional subscription providing access to additional digital features. The monthly subscription price is R100, as disclosed at checkout. Premium membership does not guarantee particular farming outcomes.

4. Registration and user obligations

Users must provide accurate subscription and contact information, use the platform lawfully, protect access to their WhatsApp accounts, and refrain from misuse, unlawful content or interference with the service. We may suspend or restrict access for material breaches, subject to applicable consumer rights.

5. Payments, renewal and price changes

5.1 Billing. The subscription is charged at R100 per month in South African rand. The total payable amount, including any applicable taxes, will be shown at checkout. The first charge is taken when the subscription is activated, with recurring monthly collections thereafter until cancelled.

5.2 Payment processing. Subscriptions are processed through PayFast. The payment method, billing interval, and recurring-payment authorisation will be disclosed and confirmed during checkout. AgriGuru does not require users to disclose their payment-card PIN or passwords to its support team.



5.3 No fixed commitment. There is no joining fee, minimum subscription term, or cancellation penalty under the standard monthly Premium offer.

5.4 Price revisions. We may change the subscription price with at least 30 days' advance notice to affected subscribers. Users may cancel before a revised price takes effect. Price changes do not alter payments already completed.

6. Cancellation

Subscribers may cancel at any time by emailing subscriptions@agriguru.africa, identifying the WhatsApp number or email address linked to their subscription, or by using any self-service cancellation functionality made available.

On receipt of a valid cancellation request, AgriGuru will arrange for future recurring collections to cease. Premium access will ordinarily remain available until the end of the current paid billing period. No cancellation penalties apply. Refunds are governed by the Refund and Cancellation Policy and applicable South African law.

7. Agricultural and AI advisory limitations

AgriGuru is a decision-support resource, not a substitute for on-site agronomic assessment. Agricultural recommendations, including AI-assisted outputs and AgriLens image assessments, may be incomplete or unsuitable for local circumstances. Crop yields, pest pressure, weather, soil conditions, and results cannot be guaranteed.

Users remain responsible for evaluating recommendations against actual farm conditions and should seek qualified assistance where necessary, especially before high-impact input, chemical application or investment decisions. Registered chemicals must be used in accordance with their approved product labels and applicable legislation. Nothing in these terms excludes or limits liability that cannot lawfully be excluded or limited.

8. Availability and changes

We take reasonable steps to provide a reliable service but cannot guarantee continuous availability. Maintenance, mobile connectivity, WhatsApp restrictions and third-party technical failures may affect access. Material service failures affecting paying subscribers will be addressed in accordance with our Refund and Cancellation Policy and applicable law.

9. Privacy and information

AgriGuru processes personal information in accordance with applicable South African data protection law, including the Protection of Personal Information Act, 2013 (POPIA). Information may include users' contact details, WhatsApp numbers, farm information, crop questions and submitted photographs. Users should not submit payment passwords or unnecessary sensitive information. A separate Privacy Policy should be read alongside these terms once made available on the website or platform.

10. Intellectual property

The AgriGuru name, designs, software and proprietary platform content belong to the operator or its licensors. Users receive a limited, personal, non-exclusive right to use the services for lawful purposes. They may not redistribute, resell or commercially exploit protected content without authorisation.

11. Changes to these terms

We may amend these terms when services, operational arrangements or legal requirements change. Material changes affecting paid subscriptions will be communicated in advance where reasonably possible and will not remove accrued statutory rights.



12. Governing law

These terms are governed by the laws of the Republic of South Africa, including applicable provisions of the Consumer Protection Act, 2008 and the Electronic Communications and Transactions Act, 2002. Nothing in these terms removes rights or remedies available to consumers under applicable law.

13. Business and contact details

Trading name: AgriGuru Africa

Registered operator: Greenfield Consulting Group | Registration number: 2023/133221/07

Registered office: Franklin on 8th, 9th Road, Noordwyk, Midrand, Gauteng, 1687

Subscription and customer support: subscriptions@agriguru.africa | Website: <https://agriguru.africa>