Barney AI

Terms of Service

Last updated: October 20, 2026

These Terms of Service ("Terms") govern your use of Barney, operated by Masterful Coaching, Inc., a Massachusetts corporation ("we," "us," or "our"). By creating an account or using Barney, you agree to these Terms and to our Privacy Policy.

1. The Service

Barney is an AI-powered executive decision-support tool. It is designed as a thinking partner, not a substitute for professional advice (legal, financial, medical, or otherwise). Barney is an AI system and can make mistakes, including about facts; check important information before you rely on it. You are responsible for decisions you make based on your sessions with Barney.

2. Eligibility

You must be at least 18 years old and have the authority to enter into this agreement to use Barney. Barney is intended for business professionals.

3. Your Account

You are responsible for maintaining the confidentiality of your login credentials and for all activity that occurs under your account. Notify us immediately at support@talktobarney.ai if you suspect unauthorized access.

4. Subscriptions and Payment

Barney is offered on a subscription basis. By subscribing, you authorize us to charge your payment method on a recurring basis. Prices are displayed at checkout and may change with notice. All payments are processed by Stripe; we never receive your card number. If a payment fails, we will retry it; if it still cannot be collected, your subscription may be canceled.

Barney is subject to fair-use limits to protect the service for all users. If your usage substantially exceeds normal levels, we may contact you or limit your usage.

5. Free Trial and Early Access

Where a free trial is offered, it converts automatically to a paid subscription at the end of the trial period unless you cancel before the trial ends. You will be charged at the then-current subscription rate.

Before Barney's public launch, we may offer free early access. Free early access ends when Barney launches, and you will not be charged unless you choose to subscribe.

6. Refunds

Except where required by law, we do not offer refunds once a subscription charge has been made. As a one-time courtesy, if you contact us within five days of your first charge after a free trial ends and you were unaware that your trial had ended, we will issue a full refund. Refund requests should be sent to support@talktobarney.ai.

7. Cancellation

You may cancel your subscription at any time through your account settings or by contacting support@talktobarney.ai. Cancellation takes effect at the end of your current billing period. We do not prorate partial months.

8. Acceptable Use

You agree not to:

- Use Barney for any unlawful purpose
- Attempt to reverse-engineer, copy, or replicate Barney's methodology or underlying system
- Share your account credentials with others
- Use Barney to harm, harass, or deceive any person
- Upload or share other people's confidential or personal information without the right to do so

9. Intellectual Property

Barney's methodology, content, and design are the intellectual property of Masterful Coaching, Inc. You retain ownership of content you create through your sessions. You grant us a limited license to process that content, including sending it to our service providers as described in our Privacy Policy, solely to provide the service. We do not use your content to train AI models, and neither does our AI model provider.

10. Confidentiality of Sessions

Your conversations with Barney are private. We do not share them with your employer or with other users, and we never sell them or use them to train AI models. Barney has no administrator feature that lets a company view its employees' conversations.

To maintain and improve Barney's coaching quality, a small number of authorized Masterful Coaching staff may review selected conversations, including the notes Barney keeps to carry context from one session to the next. Access is restricted, reviewers are bound by confidentiality obligations, and we review only what is necessary. We may also review a conversation to respond to a support request

You may delete individual conversations at any time from your chat list. Deleting a conversation removes it, its uploaded files, any documents Barney created in it, and anything Barney retained from it in his coaching memory. Copies may remain in our backups for a limited period, as described in our Privacy Policy.

Your content is processed by our service providers, including our AI model provider, to operate Barney. See our Privacy Policy for details. We may disclose conversations where required by law.

If you share other people's confidential or personal information, you are responsible for having permission to do so.

11. Availability

We aim to keep Barney available at all times but do not guarantee uninterrupted access. We may perform maintenance, updates, or modifications that temporarily affect availability.

12. Termination

We reserve the right to suspend or terminate your account if you violate these Terms or if we determine your use is harmful to the service or other users. You may cancel your subscription at any time (see Section 7) or delete your account in Settings. Deleting your account cancels any active subscription. A deleted account can be restored by logging in within 30 days; after that, your data is permanently deleted.

13. Limitation of Liability

To the fullest extent permitted by law, Masterful Coaching, Inc. shall not be liable for any indirect, incidental, special, or consequential damages arising from your use of Barney. Our total liability to you for any claim shall not exceed the greater of the amount you paid us in the three months preceding the claim or US $100.

14. Disclaimer of Warranties

Barney is provided “as is” and “as available” without warranties of any kind, express or implied. We do not warrant that Barney will be uninterrupted, error-free, or that any particular outcome will result from its use.

15. Indemnification

You agree to indemnify and hold harmless Masterful Coaching, Inc., its officers, employees, and partners from any claims, damages, or expenses arising from your use of Barney or your violation of these Terms.

16. Governing Law

These Terms are governed by the laws of the Commonwealth of Massachusetts, without regard to conflict of law principles. Any disputes shall be resolved in the courts of Massachusetts, United States of America. Nothing in these Terms limits any rights you have under the consumer protection laws of your country of residence.

17. Changes to These Terms

We may update these Terms from time to time. We will notify you of material changes by email or by posting a notice on the site. Continued use of Barney after changes take effect constitutes acceptance of the revised Terms.

18. Language

If these Terms are translated into another language, the English version controls.

19. Contact

Questions about these Terms should be directed to:

Masterful Coaching, Inc.

640 Lexington Street

Waltham, MA 02452

USA

support@talktobarney.ai