

## TERMS AND CONDITIONS

# Terms of Sale

The Value Shift eBook • Companies and private buyers • Version 1.1 • 21 October 2026

**SELLER / DATA CONTROLLER****Human Intel OÜ**

Tornimäe tn 3/5/7, 10145 Tallinn, Estonia  
Reg. no. 16384008 • VAT no. EE102473098

**CONTACT****The Value Shift**

www.thevalueshift.eu  
valueshift@humanintel.eu • +359 899 212 433

## 1. Seller and scope

**1.1** These Terms of Sale ("Terms") apply to all purchases of the eBook The Value Shift: Why the Future of Business Is About Winning Together by Michael Raahauge ("the eBook") through [www.thevalueshift.eu](http://www.thevalueshift.eu).

**1.2** The seller and invoicing entity is Human Intel OÜ, Tornimäe tn 3/5/7, 10145 Tallinn, Estonia, reg. no. 16384008, VAT no. EE102473098 ("we", "us"). Contact: [valueshift@humanintel.eu](mailto:valueshift@humanintel.eu).

**1.3** The eBook can be bought by companies ("business buyers") and by private persons ("consumers"). Mandatory consumer rights under the law of the consumer's country of residence are not limited by these Terms.

## 2. The product

**2.1** The eBook is the English edition, delivered as a downloadable PDF file (223 pages). No physical copy is sent.

**2.2** The content is general professional literature on value-focused B2B selling. It does not constitute individual consulting or advice for a specific situation.

### 3. Price, VAT and payment

|                                            |                                                                                                                                                                                      |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Price</b>                               | €75,- excl. VAT, one-time payment                                                                                                                                                    |
| <b>EU business with a valid VAT number</b> | No VAT is charged (reverse charge). Estonian businesses are charged Estonian VAT.                                                                                                    |
| <b>Business outside the EU</b>             | No VAT is charged.                                                                                                                                                                   |
| <b>Private buyer in the EU</b>             | Estonian VAT is added at checkout – currently 9% for eBooks. Human Intel OÜ is below the EU threshold of €10,000 for cross-border sales to private persons, so Estonian VAT applies. |
| <b>Private buyer outside the EU</b>        | Local tax is added where required.                                                                                                                                                   |
| <b>Payment</b>                             | Card, Apple Pay, Google Pay or another payment method shown on the Stripe payment page. Payment is taken when the order is placed.                                                   |

**3.1** The total amount including any VAT is shown on the secure Stripe payment page before you pay. Prices are in euro (EUR).

**3.2** Business buyers must state their correct company name, address and VAT or tax number. The buyer is responsible for the correctness of these details; the VAT treatment is based on them.

**3.3** After payment you receive a paid invoice from Human Intel OÜ by email.

**3.4** Discount codes issued by us can be redeemed in the order form. A discount code may be personal, limited in time or limited to a certain number of purchases.

### 4. Delivery

**4.1** Immediately after confirmed payment we send a personal download link to the email address given in the order. The link is valid for 7 days. Please save the PDF on your own device.

**4.2** If the email has not arrived within 15 minutes, please check your spam folder or contact [valueshift@humanintel.eu](mailto:valueshift@humanintel.eu), and we will send a new link.

### 5. Right of withdrawal for consumers

**5.1** As a consumer in the EU you normally have a 14-day right of withdrawal for distance purchases. For digital content that is not supplied on a physical medium, the right of withdrawal ends when delivery has started with your express prior consent and your acknowledgement that you thereby lose the right of withdrawal.

#### Immediate delivery

When you order as a private person, you are asked to agree that delivery starts immediately and to confirm that you thereby lose your right of withdrawal. This is confirmed to you in the order email.

**5.2** Business buyers have no right of withdrawal. All sales to businesses are final.

## **6. Licence and copyright**

---

**6.1** The eBook is protected by copyright. © 2025 Michael Raahauge. All rights reserved.

**6.2** A private buyer receives a personal, non-transferable licence to read the eBook on their own devices.

**6.3** A business buyer receives a licence for internal use by the buyer's own employees. The eBook may be stored on the company's internal systems for this purpose.

**6.4** It is not permitted to resell, publish, share publicly, upload to file-sharing services or otherwise distribute the eBook or substantial parts of it, or to use it in paid training for third parties without written permission. Multi-user, training and corporate licences can be agreed separately – contact us.

## **7. Defects and complaints**

---

**7.1** If the PDF file is faulty or cannot be opened, contact [valueshift@humanintel.eu](mailto:valueshift@humanintel.eu). We will deliver a working copy, or refund the purchase price if this is not possible.

**7.2** Consumers keep their statutory rights in case of non-conformity of digital content.

## **8. Liability**

---

**8.1** The eBook is provided for professional inspiration and general information. Human Intel OÜ and the author are not liable for business decisions made on the basis of the content, or for indirect losses such as lost profit or lost data.

**8.2** Our total liability towards a business buyer is limited to the purchase price paid. Nothing in these Terms limits liability that cannot be limited by law, including towards consumers.

## **9. Personal data**

---

**9.1** We process your personal data to handle your order, delivery and invoicing, as described in our Privacy Policy on [www.thevalueshift.eu](http://www.thevalueshift.eu).

## **10. Governing law and disputes**

---

**10.1** These Terms are governed by Estonian law. For consumers, this choice of law does not remove the protection of mandatory rules in the consumer's country of residence.

**10.2** Please contact us first so we can find a solution. Consumers in the EU can also use the consumer protection authorities and alternative dispute resolution bodies of their country.

## 11. Changes

---

**11.1** We may update these Terms. The version published on [www.thevalueshift.eu](http://www.thevalueshift.eu) at the time of your order applies to your purchase.