Folly Play terms of service

16th August 2026

1. Who we are

Folly Play is operated by Follylabs Ltd (company number 17243783), a company registered in England. Contact: contact@follylabs.com. By creating an account, you agree to these terms.

2. Who can play

You must be 18 or over and live in the United Kingdom or the United States. When you create an account you verify your email address and enter your date of birth; sign-ups with a date of birth under 18 are rejected and the date entered is not kept. Where your app store provides us an age category signal (as it does in some US states), we use it only to enforce this rule. We may ask you to prove your age at any time, and we will delete the account of anyone we discover to be under 18. If you invite people to a group, only invite adults you know.

3. Early release

Folly Play is early in its life. Features may change, appear or be withdrawn, and we may limit sign-ups, groups or features from time to time while we develop the service. We will tell you about material changes as described in section 12.

4. Groups, Games and Plays

You can join a group or create your own and invite others. A group is simply the people who play together. Within a group you add one or more Games, and a Game contains Plays — the individual predictions you trade on — together with the Game's own scoreboard and its feed of what everyone is doing.

Some Games and Plays are created by Folly and offered in Explore, and those are our responsibility. Everything else is created by players. Player-created Games and Plays go live without pre-approval, so what you create is your responsibility, and the rules in section 6 apply from the moment you hit create. The Folly team sees everything that is created and can remove any Play, Game or group at any time.

5. Points and prizes

Plays are played with points, and points are game pieces, nothing more. They have no monetary value, cannot be bought or sold, cannot be transferred to another player, and cannot be exchanged for money or anything of value. Standings on scoreboards are the game.

Folly does not offer, hold, fund or award prizes of any kind. A group can write its own prize or forfeit into a Game as a line of text — the loser cooks dinner, that sort of thing. That is a private arrangement between the members of that group. Folly is not a party to it, does not enforce it, and takes no responsibility for it, and it must not involve money or anything of monetary value. Arranging real-money side bets around Folly Play is against these terms and will get a Play removed and accounts suspended.

6. Content rules

Comments are text only: there is no image, video, voice message or GIF sharing in Folly Play. These rules cover everything you write: comments and replies, group names, and the names and descriptions of Games and Plays.

- Nothing illegal, threatening, harassing, hateful or pornographic, and no links to any such material. Nothing involving anyone under 18.

- A Play about a person requires that person to be in the group or to have agreed to it. No Plays on anyone's health, medical treatment, addiction or recovery, sex life, relationship fidelity, personal finances, immigration status, or death or injury, even with their consent.
- Plays must be resolvable: a clear outcome, a clear end date, and evidence the group can check.
- No posting other people's private information, no spam, no scam links.
- If someone asks for a Play about them to be removed, it comes down; consent can be withdrawn at any time.

7. Reporting, blocking and enforcement

You can report a comment from the comment itself, a Play from the Play, and a group from the group screen. You can also block another player from the group's member list: their comments stop appearing for you, they are not told, and nothing else about the game changes — their Plays, trades, positions and standings stay visible to you, because hiding them would distort the game for everyone. For anything else, including a Play about you, appealing an action we have taken, or if you cannot access the app, email contact@follylabs.com. We acknowledge reports within 48 hours and keep a record of the outcome. The Folly team also monitors new groups, Games and Plays continuously. We may remove content, remove Plays or Games, close groups, and warn, suspend or delete accounts. Appeals are reviewed by a team member not involved in the original decision where practicable.

8. Your content

You own what you write. You give us a non-exclusive licence to store, display and moderate it as needed to run the service. Within a group, your comments, your trades, your positions and your standings are visible to everyone else in that group, and each trade you make appears in the group's feed naming you and what you backed. Write and trade accordingly.

9. Privacy

How we handle your data, including your date of birth, your comments and how long we keep them, is set out in the privacy notice, which includes a section for players in the United States. Section 13 below applies only to players in the United States.

10. The service

The service is provided as it stands. Features may change, and Plays or Games may occasionally need to be voided; if so we will say why. We may suspend or close the service, any group or any Game. Nothing in these terms excludes or limits liability that cannot legally be excluded or limited, in the UK or under the laws of your US state.

11. Leaving and closing accounts

You can stop playing at any time. To leave a group, use Leave group in the group's settings; your open positions in that group's Plays are voided. If you cannot access the app, email contact@follylabs.com and we will remove you. To delete your account, use Delete my account in the app or the deletion page on our website; your account is deactivated immediately and permanently deleted within 30 days, as described in the privacy notice. We can suspend or close accounts for breaches of these terms.

12. Changes, law and disputes

We may update these terms and will tell you when we do; material changes take effect after notice, and where required we will ask you to accept them again.

These terms are governed by the law of England and Wales. If you live in the UK, the courts of England and Wales have jurisdiction. If you live in the United States, nothing in these terms takes away rights you have

under the consumer protection laws of your state, section 13 governs how disputes are resolved, and the arbitration agreement in it is governed by the US Federal Arbitration Act.

13. Disputes: players in the United States

This section applies only if you live in the United States. Please read it: it affects how disputes between you and us are resolved, and it includes a way to opt out.

Talk to us first. Before starting any formal proceeding, email contact@follylabs.com describing the dispute and what you want. We will try to resolve it with you informally within 60 days, and most things should end there.

Individual arbitration. Any dispute between you and Follylabs Ltd that is not resolved informally will be resolved by binding arbitration between you and us individually, administered by the American Arbitration Association under its Consumer Arbitration Rules, rather than in court. The arbitration will be conducted in English, by videoconference, or in the county where you live if an in-person hearing is required. Fees are allocated under the AAA Consumer Arbitration Rules, which cap what a consumer pays. The arbitrator has the authority the rules give them, and their decision may be entered in any court with jurisdiction.

Small claims. Instead of arbitration, either you or we may bring an individual claim in small claims court in the county where you live.

No class actions. Disputes are resolved individually: neither you nor we may participate in a class, collective, consolidated or representative action against the other, and the arbitrator may award relief only in favour of the individual party seeking it. If a court finds this paragraph unenforceable for a particular dispute, that dispute (and only that dispute) will proceed in court, and the rest of these terms remain in effect.

Your right to opt out. You can reject this arbitration section entirely, without any effect on the rest of these terms or your use of Folly Play, by emailing contact@follylabs.com within 30 days of creating your account with your display name, your account email address, and a statement that you opt out of arbitration.