

Menu**PRICING & PLANS****Does AddEvent offer a refund?**

AddEvent has a refund policy. For the most up-to-date details, check the Refund Policy page in the help center. Generally, AddEvent reviews refund requests on a case-by-case basis.

PRICING & PLANS**Is AddEvent cheaper than building Add to Calendar functionality in-house?**

For almost every team, yes - AddEvent is significantly cheaper than building Add to Calendar functionality in-house once you factor in development time, cross-platform maintenance, and the ancillary features you'd also need to build. What...

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PRIVACY & SECURITY**Is AddEvent GDPR compliant?**

Yes. AddEvent is GDPR compliant. It also complies with CCPA. The platform is SOC 2 Type II certified, which means it has been independently audited for security, availability, and data handling practices.

PRIVACY & SECURITY**Is AddEvent SOC 2 Type II certified?**

Menu**PRIVACY & SECURITY****Do I sign a contract when I sign up?**

No. For self-serve Hobby, Small Business, and Professional plans, there is no contract - you agree to AddEvent's Terms of Service. Enterprise customers can negotiate custom contract terms including SLAs and procurement requirements.

TROUBLESHOOTING**Why isn't my event showing up in Google Calendar after subscribing?**

Google Calendar can take up to 12–24 hours to sync a newly subscribed calendar. This is a Google-imposed limitation on how frequently they refresh external calendar feeds - it's not an AddEvent issue. Why the delay happens When someone...

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TROUBLESHOOTING**Why isn't my Add to Calendar button showing on my website?**

The most common cause is the AddEvent JavaScript snippet not loading correctly on your page. Check that first before investigating anything else - it accounts for the majority of cases. Checklist in order of likelihood 1. JavaScript...

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TROUBLESHOOTING

Menu[AddEvent](#)**TROUBLESHOOTING****Why does the event time look wrong in my subscribers' calendars?**

This is usually a timezone issue. Make sure you've set the correct timezone on your event in AddEvent. If the event is set to the wrong timezone, it will display at the wrong time for subscribers. Check your event's timezone settings in the AddEvent dashboard.

TROUBLESHOOTING**How do I contact AddEvent support?**

You can reach AddEvent support at addevent.com/c/contact. The team typically responds via email. Professional and Enterprise plan customers receive priority support with faster response times.

TROUBLESHOOTING**Why is the Add to Calendar button not working on iPhone?**

The most common cause on iPhone is the in-app browser. If a user clicked your Add to Calendar link from within Instagram, Facebook, or another social app, they're in a sandboxed browser that can't access the Calendar app. Ask them to open...

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There is no way to force a specific calendar app - the choice always belongs to the user.

TROUBLESHOOTING**How do I unsubscribe from an AddEvent subscription calendar?**

Unsubscribing depends on which calendar app the user subscribed through: Google Calendar: 1. Go to calendar.google.com 2. In the left sidebar, find the subscribed calendar under "Other calendars" 3. Click the three-dot menu next to it → select Unsubscribe Apple Calendar (Mac): 1. Open Calendar app 2. Right-click the subscribed calendar in the sidebar → Delete Calendar Outlook / Office 365: 1. Go to your Outlook calendar 2. Right-click the subscribed calendar → Delete Calendar or Remove from list Once unsubscribed, the calendar and all its events are removed from their app. They can always re-subscribe later by clicking the original Follow Calendar link.

TROUBLESHOOTING**Why is my embeddable calendar not showing in Safari on Mac?**

Safari's Intelligent Tracking Prevention (ITP) is the most common cause of AddEvent embeds not rendering in Safari on Mac. It blocks third-party scripts, which can prevent the calendar widget from loading.

TROUBLESHOOTING**What functionality stops working if I exceed my plan limits?**

Menu**TROUBLESHOOTING****How does AddEvent handle daylight saving time?**

AddEvent handles daylight saving time automatically when you set a named timezone (e.g., 'America/New_York'). Named timezones shift for DST automatically. Avoid fixed UTC offsets like 'UTC-5' for events near DST transitions - they won't adjust.

CALENDAR MARKETING**What is calendar marketing?**

Calendar marketing is the practice of placing your brand's events, reminders, and promotions directly into your customers' personal calendar apps - Google Calendar, Apple Calendar, Outlook, and others - as a dedicated marketing channel....

[Read full answer](#)

CALENDAR MARKETING**What is the difference between calendar marketing and a marketing calendar?**

A marketing calendar is an internal tool your team uses to plan campaigns. Calendar marketing is a customer-facing strategy that places your events and promotions directly into your customers' personal calendar apps. One faces inward; the other faces outward.

CALENDAR MARKETING

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CALENDAR MARKETING

Why do people register for events and then not show up?

The core reason is the intention-action gap: people register when attending feels easy and low-cost, but showing up requires a second decision - one that must compete with everything else on their schedule by the time the event arrives....

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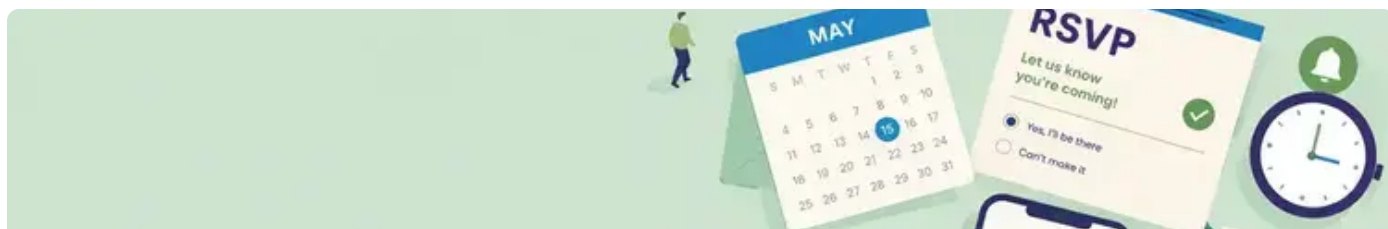
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