

LEGAL

End User License Agreement

Version 1.0 · Effective October 5, 2026

This End User License Agreement ("EULA") governs your access to and use of the software, dashboards, tracking and reporting tools, landing pages, funnels, automations and AI-assisted workflows that JLC Media, which operates under the name Merova Media ("Merova Media," "we," "us" or "our"), makes available to you in connection with our services (together, the "Platform"). It is part of our [Terms of Service](#). By accessing or using the Platform, including by logging in to a results dashboard, you agree to this EULA. If you accept on behalf of a business, you confirm that you have authority to bind it.

CONTENTS

- | | |
|--|--|
| 1. License | 8. Availability and Updates |
| 2. Accounts and Access | 9. Third-Party Services and Open-Source Components |
| 3. Restrictions | 10. Term and Termination |
| 4. Ownership | 11. Disclaimer and Limitation of Liability |
| 5. Your Data | 12. Governing Law and Disputes |
| 6. Reported Figures and Third-Party Data | 13. General |
| 7. AI Features | 14. Contact |

1. License

Subject to this EULA, your Order (as defined in the Terms of Service) and payment of the applicable fees, Merova Media grants you a limited, non-exclusive, non-transferable, non-sublicensable, revocable license to access and use the Platform during the term of your services, solely for your internal business purposes of managing and viewing the results of those services. The Platform is licensed, not sold.

2. Accounts and Access

- You are responsible for keeping your login credentials confidential and for all activity under your accounts.
- Share access only with your own authorized team members. Your Order may limit the number of users.
- Tell us promptly if you suspect unauthorized use. We may suspend accounts to protect the Platform or your data.

3. Restrictions

You may not, and may not allow anyone else to:

- copy, modify, translate or create derivative works of the Platform;
- reverse engineer, decompile or attempt to extract the source code, models, prompts or workflows of the Platform, except where the law does not allow this restriction;
- sell, resell, rent, lease, sublicense, white-label or otherwise make the Platform available to anyone other than your authorized team members;
- share access with competitors of Merova Media, or use the Platform to build or benchmark a competing product or service;
- scrape, harvest or automate access to the Platform other than through features we provide;
- probe, scan or test the security of the Platform, or interfere with its operation;
- remove or alter proprietary notices; or
- use the Platform unlawfully or in violation of advertising-platform or messaging rules, including by uploading unlawful content or malicious code.

4. Ownership

Merova Media and its licensors own all rights, title and interest in the Platform, including all improvements, templates, workflows, scripts, prompts, designs and methodologies, and all related intellectual property rights. No rights are granted to you except the license in this EULA. If you give us feedback or suggestions, we may use them without restriction or payment.

5. Your Data

You keep ownership of the business data, brand assets and lead and customer information that you submit or that is collected for you through the Platform ("Your Data"). You grant Merova Media a license to host, process and display Your Data to provide the Platform and our services, to create aggregated or de-identified statistics that do not identify you or your customers, and as described in our [Privacy Policy](#). You are responsible for having the rights and consents needed to provide Your Data, including the right to have us contact your leads.

6. Reported Figures and Third-Party Data

The Platform shows information from third-party sources, such as advertising platforms and CRM systems, and information entered by users, such as appointment outcomes, quote amounts and sales status. Figures may be delayed, incomplete or inaccurate, and we do not guarantee their accuracy or completeness. You are responsible for the accuracy of the outcomes and revenue that you or your team record.

Reported figures are provided for your information. They are not financial, accounting, tax or legal advice. Projections and “potential revenue” figures are estimates, not promises of future results.

7. AI Features

Some features of the Platform use artificial intelligence, such as lead qualification, summarization and message drafting. AI output may be inaccurate, incomplete or inappropriate. Review it before you rely on it. You remain responsible for your decisions and your communications, and we do not guarantee any particular output.

8. Availability and Updates

We may update, change, suspend or discontinue any part of the Platform at any time. We aim to keep the Platform available, but we do not promise uninterrupted or error-free operation. Maintenance, outages of third-party services and other events may affect availability. Downtime does not entitle you to a refund, except where the law requires otherwise.

9. Third-Party Services and Open-Source Components

The Platform connects to and relies on third-party services such as Meta, Google and GoHighLevel. Their terms apply to your use of them. The Platform may also include third-party or open-source components that are governed by their own licenses.

10. Term and Termination

This EULA lasts while you are an active client with access to the Platform. Your license ends automatically when your services end, when you stop paying, or if you breach this EULA. We may suspend or end your access immediately if we reasonably believe you have breached this EULA or the Terms of Service.

When your access ends, you must stop using the Platform, and we may disable or delete your accounts. At our discretion, we may provide a copy of your results data if you request it in writing. Sections that by their nature should continue, including ownership, restrictions, disclaimers, limitation of liability and governing law, survive termination.

11. Disclaimer and Limitation of Liability

THE PLATFORM IS PROVIDED "AS IS" AND "AS AVAILABLE," WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, TO THE FULLEST EXTENT PERMITTED BY LAW.

The Disclaimer of Warranties and Limitation of Liability sections of the [Terms of Service](#) apply to the Platform and to this EULA.

12. Governing Law and Disputes

This EULA is governed by the Disputes and Governing Law section of the [Terms of Service](#).

13. General

If there is a conflict about use of the Platform, this EULA controls. Otherwise, the Terms of Service control. We may update this EULA by posting a new version with an updated effective date, and your continued use of the Platform after that date means you accept the update. If any part of this EULA is unenforceable, the rest remains in effect. You may not assign this EULA without our written consent.

14. Contact

Questions about this EULA: support@merovamedia.com. JLC Media, operating as Merova Media, Toronto, Ontario, Canada.

Version history. Version 1.0, effective October 5, 2026: initial publication.