

Legal Documents

Version 1.0 · Effective October 5, 2026

1. Terms of Service

<https://merovamedia.com/terms-of-service.html>

2. Privacy Policy

<https://merovamedia.com/privacy-policy.html>

3. Return Policy

<https://merovamedia.com/return-policy.html>

4. End User License Agreement (EULA)

<https://merovamedia.com/eula.html>

JLC Media, operating as Merova Media, Toronto, Ontario, Canada.

Each document in this file is a copy of the version published at <https://merovamedia.com/> with the effective date shown above. PDF generated October 5, 2026. Questions: support@merovamedia.com.

LEGAL

Terms of Service

Version 1.0 · Effective October 5, 2026

These Terms of Service (the “Terms”) are a binding agreement between JLC Media, which operates under the name Merova Media (“Merova Media,” “we,” “us” or “our”), and the business or individual that visits our website or buys or uses our services (“you”). Please read them carefully. By using our website, paying us or accepting an Order (defined below), you agree to these Terms.

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1. About These Terms

These Terms apply to merovamedia.com and its subdomains (the “Site”) and to the marketing, advertising, lead generation, appointment-setting and related services we provide (the “Services”). They include, and should be read together with, our [Return Policy](#), [Privacy Policy](#) and [End User License Agreement](#) (“EULA”), which are part of these Terms.

Business use only. The Site and the Services are intended for businesses. By using them, you confirm that you are at least 18, that you are acting for a business and not as a consumer, and that you have authority to bind that business to these Terms.

If documents conflict, this order applies: (1) a written Order signed or accepted by both parties that expressly overrides these Terms; (2) the Return Policy, for payments and refunds; (3) the EULA, for use of our dashboards and other platform tools; and (4) these Terms.

When these Terms apply. These Terms apply to your use of the Site and to purchases made on or after October 5, 2026. Earlier purchases remain subject to the terms in effect when they were made.

2. Our Services

The specific Services, deliverables, fees and any minimum term are described in your proposal, invoice, payment link or written agreement (your "Order"). Anything not described in your Order is outside the scope of the Services, and changes in scope must be agreed in writing.

Depending on your Order, the Services may include paid advertising campaigns, ad creative and video production, landing pages and funnels, AI-assisted lead qualification, text and phone follow-up and appointment setting, and results tracking and reporting.

We provide the Services as an independent contractor. Nothing in these Terms makes us your employee, agent, partner or joint venturer. We may use employees, contractors, creative talent and vendors to deliver the Services.

Market exclusivity. If your Order includes market exclusivity, it applies only to the market defined in your Order, only to the services and industry stated there, and only while your Order is active and your payments are current. It ends automatically on cancellation, termination, non-payment, or release of your market as described in the Return Policy. It does not limit what we may do outside your market or for businesses in other industries.

3. Fees and Payment

- **Fees.** You agree to pay the fees stated in your Order when they are due. Fees are charged in the currency stated in your Order or invoice. They do not include applicable taxes, such as GST/HST and sales tax, which you are responsible for.
- **Authorization.** By giving us a payment method, you authorize Merova Media and its payment processors to charge it for all amounts due under your Order, including recurring fees on each billing date until you cancel in accordance with the Return Policy and your Order.
- **Deposits and refunds.** All sales are final. Deposits are reservation payments, and payments are not refundable except as stated in the [Return Policy](#).
- **Ad spend.** Advertising budgets are separate from our fees and are paid by you directly to the advertising platforms. You are responsible for keeping your ad budget funded and your payment methods in good standing.
- **Late or failed payments.** If a payment is late or fails, we may pause or suspend the Services, including campaigns and appointment setting, until your account is current. Pausing does not reduce what you owe.

- **Collection.** To the extent permitted by law, you are responsible for the reasonable costs of collecting overdue amounts, including legal fees.

4. Your Responsibilities

You agree to:

- Provide accurate and complete information, and timely access to the accounts, assets, tools and approvals we need to perform the Services, such as ad accounts, pages, payment methods and brand assets. Delays in access, approvals or responses can delay launch and results, and they do not reduce your fees.
- Respond promptly to leads and attend the appointments we book for you. Our Services are designed to bring you booked estimates and appointments. Turning them into sales is your responsibility.
- Take responsibility for your own business, including your offers, pricing, claims in advertising, licenses, insurance, permits, workmanship and customer relationships.
- Comply with applicable laws and advertising-platform policies, including those on advertising, consumer protection, privacy, and calling and texting.
- Not make misleading statements or promises about our Services or results, and treat our team and the leads we generate with respect.

5. Results Are Not Guaranteed

Except for the Merova Guarantee described on our website, and the remedy described in the Return Policy, we do not guarantee any specific number of leads, appointments, sales, revenue, return on ad spend or other result.

Results depend on many factors outside our control, including your market, offer, pricing, speed of follow-up, sales process and close rate, ad budget, seasonality, competition, and the policies and performance of third-party platforms.

Case studies, testimonials and figures on our Site, including “estimates generated,” “potential revenue” and “return” figures, describe results reported for particular clients. They are not promises or predictions of your results, and an estimate or a quote is not a closed sale.

6. Third-Party Platforms and Services

The Services rely on third-party platforms and tools, such as Meta, Google, GoHighLevel, hosting providers, messaging carriers and payment processors. Their own terms apply, and we do not control them. We are not responsible for their availability, decisions or changes, including ad account restrictions or suspensions, ad disapprovals, algorithm or pricing changes, outages and message delivery failures. These events do not entitle you to a refund, but we will make reasonable efforts to work around them.

7. Communications and Consent

- **Contact with you.** You agree that we may contact you by email, phone, text and messaging about your account, the Services and our offers. You can opt out of marketing messages at any time. We may still send service and billing notices.
- **Contact with your leads.** You authorize us to contact people who respond to your marketing, by text, phone and email, to qualify them and to book appointments for you. You confirm that you have the right to give this authorization and that you will comply with applicable laws on calling, texting and email marketing, such as Canada's Anti-Spam Legislation (CASL), the CRTC's unsolicited telecommunications rules and the U.S. Telephone Consumer Protection Act (TCPA). We will honor opt-out requests, and you agree to do the same in your own communications.
- **Recorded calls.** Calls and video meetings with us may be recorded and transcribed, including with AI note-taking tools. If you do not want a call recorded, tell us at the start of the call.

See also our [Privacy Policy](#).

8. Intellectual Property

- **Ours.** Merova Media and its licensors own the Site and the systems behind our Services, including software, dashboards, templates, workflows, scripts, prompts, funnels, methods and branding ("Merova Materials"). Use of our platform tools is also governed by the [EULA](#). Nothing in these Terms transfers ownership of Merova Materials to you.
- **Yours.** You keep ownership of your pre-existing brand assets and business data, and you give us a license to use them to provide the Services.
- **Deliverables.** Unless your Order says otherwise, deliverables we create for you, such as ads, scripts, videos, landing pages and funnels, are licensed to you for use in your own marketing while your Order is active and paid in full. Underlying templates and software, and the performances of any talent featured in our creative, remain subject to our rights and the rights of our licensors.
- **Marketing use.** Unless you tell us in writing that you opt out, we may use your business name, logo and general results in our marketing and case studies. We will obtain your consent before publishing a video testimonial or a quote attributed to a named individual.

9. Disclaimer of Warranties

EXCEPT FOR THE MEROVA GUARANTEE, THE SITE AND THE SERVICES ARE PROVIDED "AS IS" AND "AS AVAILABLE." TO THE FULLEST EXTENT PERMITTED BY LAW, MEROVA MEDIA DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT, AND ANY WARRANTY THAT THE SERVICES WILL BE UNINTERRUPTED, ERROR-FREE OR PRODUCE ANY PARTICULAR RESULT.

10. Limitation of Liability

TO THE FULLEST EXTENT PERMITTED BY LAW, MEROVA MEDIA WILL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY OR PUNITIVE DAMAGES, OR FOR LOST PROFITS, REVENUE, JOBS, CLIENTS, DATA OR GOODWILL, EVEN IF WE HAVE BEEN ADVISED THAT THEY MIGHT OCCUR. OUR TOTAL LIABILITY FOR ALL CLAIMS RELATING TO THE SITE OR THE SERVICES WILL NOT EXCEED THE AMOUNT YOU PAID TO MEROVA MEDIA FOR THE SERVICES IN THE THREE (3) MONTHS BEFORE THE EVENT GIVING RISE TO THE CLAIM.

Some jurisdictions do not allow certain limitations. In those jurisdictions, our liability is limited to the maximum extent the law permits.

11. Indemnification

You agree to defend, indemnify and hold harmless Merova Media, its owners, personnel and contractors from claims, damages, losses and expenses, including reasonable legal fees, arising from: (a) your content, offers, pricing, claims and materials; (b) your products, services, work and customer relationships; (c) your violation of law or of a third party's rights, including advertising, licensing, privacy, and calling and texting laws; or (d) your breach of these Terms.

12. Suspension and Termination

We may suspend or terminate the Services immediately, without refund, if you fail to pay, breach these Terms, violate the law or a platform's rules, behave abusively toward our team or leads, or create legal or reputational risk for us. You may cancel as described in the Return Policy and your Order.

When the Services end, amounts you owe remain due, your access to our platform ends, and any market exclusivity ends. Sections that by their nature should continue, including payment, intellectual property, disclaimers, limitation of liability, indemnification, payment disputes and governing law, survive termination.

13. Payment Disputes and Chargebacks

Please contact us first. Most billing questions can be resolved quickly. Before you contact your bank, card issuer or payment processor about a charge, email support@merovamedia.com and give us a reasonable opportunity to resolve it.

By paying Merova Media, you agree that if a charge is disputed, we may provide these Terms, the [Return Policy](#), your accepted or signed agreement, invoices and payment records, our communications with you, and records of the services delivered to your bank, card issuer, payment processor or card network as evidence. Disputing a charge that is covered by the Return Policy, including a deposit or a payment for work already done, may be a breach of your agreement. To the extent permitted by law, you will be responsible for the amount owed, any chargeback or dispute fees, and the reasonable costs of recovery, including legal fees.

14. Disputes and Governing Law

Before filing any claim, you agree to send us written notice describing the dispute at support@merovamedia.com and to try in good faith to resolve it for at least 30 days.

These Terms are governed by the laws of the Province of Ontario and the federal laws of Canada that apply there, without regard to conflict-of-laws rules. Subject to the paragraph above, any lawsuit must be brought exclusively in the courts of Ontario located in Toronto, and each party consents to their jurisdiction. The United Nations Convention on Contracts for the International Sale of Goods does not apply. Either party may seek injunctive relief in any court of competent jurisdiction to protect its intellectual property.

15. Electronic Records and Signatures

You agree to do business electronically, including as permitted by Ontario's Electronic Commerce Act, 2000. Accepting an Order or these Terms electronically, including by clicking, paying, replying "agree" or e-signing, is legally binding. We may keep electronic records of your acceptance, such as timestamps, IP addresses, payment records and communications, and may use them as evidence of your agreement.

16. Changes to These Terms

We may update these Terms. Updates take effect when posted on this page with a new effective date, and they apply to use and purchases after that date. They do not change purchases you have already made unless you agree. By continuing to use the Site or the Services after an update, you accept the updated Terms. Earlier versions are available on request.

17. General

- **Entire agreement.** These Terms, the Return Policy, the Privacy Policy, the EULA and your Order are the entire agreement between you and Merova Media about the Services. They replace earlier discussions, proposals and statements, other than the Merova Guarantee described on our website.
- **Severability.** If any part of these Terms is unenforceable, the rest remains in effect.
- **No waiver.** Our failure to enforce a provision is not a waiver of it.
- **Assignment.** You may not assign these Terms without our written consent. We may assign them in connection with a merger, sale or reorganization.
- **Events beyond our control.** Neither party is liable for delays caused by events beyond its reasonable control, other than an obligation to pay.
- **Notices.** We may send notices to the email address you gave us. You may send notices to support@merovamedia.com.

18. Contact

JLC Media, operating as Merova Media, Toronto, Ontario, Canada. Email: support@merovamedia.com.

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

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Privacy Policy

Version 1.0 · Effective October 5, 2026

This Privacy Policy explains how JLC Media, which operates under the name Merova Media ("Merova Media," "we," "us" or "our"), collects, uses, shares and protects personal information when you visit our website, book a call, become a client, or interact with the ads and pages we run on behalf of our clients. We are based in Toronto, Ontario, Canada, and we handle personal information in accordance with Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) and other privacy laws that apply to us. This policy is part of our [Terms of Service](#).

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1. Who This Policy Covers

This policy covers three groups of people:

- **Visitors and prospective clients** who use merovamedia.com and its subdomains (the "Site") or contact us.
- **Clients** and their team members who use our services and platform.
- **Leads:** people, typically homeowners, who respond to ads, forms or landing pages that we operate for our clients ("Lead Information").

For Lead Information, the client whose business the person contacted decides why and how the information is used, and Merova Media processes it on that client's behalf as a service provider. The client's own privacy policy also applies. If you are a lead and want to make a privacy request, you can contact us or the business you contacted, and we will help route it.

2. Information We Collect

Information you give us

- Contact and business details, such as your name, email address, phone number, company name, role and market.
- Booking and scheduling details when you book a call.
- Information you share during onboarding and while we work together, such as access to ad accounts, CRM and brand assets.
- Your communications with us, including emails, text and chat messages, and recordings or transcripts of calls and video meetings.
- Billing details. Payments are handled by third-party payment processors. We do not intentionally collect or store full card numbers.

Information collected automatically

When you visit the Site, our hosting provider and other service providers may log your IP address, browser and device type, the pages you view, the website that referred you, and the date and time of your visit. See "Cookies and Similar Technologies" below.

Lead Information

When people respond to the ads, forms and pages we run for our clients, we may collect their name, phone number, email address, location, postal code or ZIP code, and project details such as project type, home size, budget and timeline. We also record their answers to qualification questions, text and call history, appointment status and outcomes, and quote amounts and sales status.

Information from other sources

We receive information from advertising platforms such as Meta and Google (for example, lead-form submissions and campaign performance data), from our service providers, and from publicly available business information.

3. How We Use Information

- Provide, operate and support the services, including running campaigns, qualifying leads, texting and calling leads to book appointments, building funnels and landing pages, and reporting results.
- Communicate with you, including scheduling, onboarding, support and service notices.
- Process payments, manage billing and prevent fraud.

- Measure and improve our ads, the Site and our services, including through AI-assisted tools.
- Market our own services. You can opt out at any time.
- Keep records of agreements, payments, communications and the services we deliver, including to enforce our terms and to respond to claims and payment disputes.
- Protect the security of our systems and comply with legal obligations.

AI-assisted tools. We use AI-assisted tools to help qualify and respond to leads, transcribe and summarize calls, and prepare reports. These tools process information on our behalf for the purposes described in this policy.

4. Text Messages and Calls

When you provide your phone number through a form or booking page, you agree that we, and the business you asked to hear from, may contact you by text message and phone call, including using automated technology, about your inquiry, your appointment and the services you requested. Consent is not a condition of any purchase.

Message frequency varies. Message and data rates may apply. Reply STOP at any time to opt out of text messages, or HELP for help. You can also email support@merovamedia.com to opt out. We send commercial electronic messages in accordance with Canada's Anti-Spam Legislation (CASL), the U.S. Telephone Consumer Protection Act (TCPA) and other applicable laws, and you can withdraw your consent at any time.

Mobile information. We do not sell, rent or share mobile phone numbers, or text-message opt-in data and consent, with third parties or affiliates for their marketing or promotional purposes. We may share this information with service providers that help us send and support messages, and, for Lead Information, with the business you asked to hear from so that it can follow up on your request.

5. How We Share Information

We share personal information only as described here. **We do not sell your personal information.**

- **Service providers** that host our Site and run our systems, such as Netlify (hosting) and GoHighLevel (CRM, booking, messaging and automation) and their messaging and telephony providers, along with providers of email, video meetings, AI note-taking, analytics, payments and security.
- **Advertising platforms** such as Meta and Google, to run and measure campaigns.
- **Our clients**, for Lead Information, so they can follow up and deliver the estimates and services people asked for.
- **Payment processors, banks and card networks**, to process payments and to respond to payment disputes and chargebacks.
- **Professional advisers**, such as lawyers, accountants and insurers.

- **Authorities and other parties** when we believe disclosure is required by law, or is needed to enforce our terms or protect rights, safety or property.
- **Successors**, in connection with a merger, sale or reorganization of our business.
- **Anyone else**, with your consent.

6. Cookies and Similar Technologies

We and our service providers may use cookies, pixels, tags and similar technologies to operate the Site, remember settings, measure performance, and measure and improve advertising, including tools from Meta and Google. You can control cookies in your browser settings and limit ad personalization in your advertising-platform settings. Where the law requires, we honor browser-based opt-out signals such as Global Privacy Control.

Under some state privacy laws, advertising technologies used on the ads and pages we run may count as “sharing” for cross-context behavioral advertising. You can opt out through your browser or platform settings, or by contacting us.

7. How Long We Keep Information

We keep personal information for as long as needed to provide the services, for our legitimate business purposes, and to meet legal, tax, accounting and dispute-resolution requirements. For example, we keep agreements, payment records and related communications so we can respond to claims and payment disputes. When information is no longer needed, we delete or de-identify it.

8. Security

We use reasonable administrative, technical and organizational safeguards to protect personal information. No method of transmission or storage is completely secure, so we cannot guarantee absolute security. If you have an account with us, you are responsible for keeping your login credentials confidential.

9. Canadian Privacy Rights and Our Privacy Officer

JLC Media is based in Canada and is responsible for the personal information under its control, including under Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA).

- **Consent.** We collect, use and disclose personal information with your consent, which may be express or implied depending on the circumstances, or as otherwise permitted by law. You can withdraw your consent at any time, subject to legal and contractual restrictions and reasonable notice. Withdrawing consent may limit our ability to provide our services.
- **Access and correction.** You can ask for access to the personal information we hold about you, and ask us to correct it if it is inaccurate. We will respond within the time required by law.

- **Privacy Officer.** Our Privacy Officer is responsible for our compliance with this policy and can be reached at support@merovamedia.com.
- **Complaints.** If you are not satisfied with our response, you can complain to the [Office of the Privacy Commissioner of Canada](#). Residents of some provinces, such as Quebec, may have additional rights under provincial privacy laws.

10. Your Choices and Rights

- **Marketing emails:** use the unsubscribe link in any email.
- **Texts:** reply STOP.
- **Calls:** tell us to stop calling you.
- **Cookies and ads:** use your browser and advertising-platform settings.

Depending on where you live, including California and a number of other U.S. states, you may have the right to know what personal information we hold about you, to access, correct or delete it, to obtain a copy, and to opt out of the sale or sharing of personal information and of targeted advertising. We will not discriminate against you for exercising these rights.

To make a request, email support@merovamedia.com. We may need to verify your identity, and you may use an authorized agent with your written permission. We will respond within the time required by law. If we cannot fully honor a request, for example because we must keep records for legal reasons or to resolve a dispute, we will explain why. If we deny a request, you may appeal by replying to our response.

California notice at collection. In the past 12 months, we have collected these categories of personal information: identifiers (such as name, email address, phone number and IP address); commercial information (such as services purchased, appointments and quotes); internet or network activity (such as pages viewed and device data); audio and electronic information (such as call and meeting recordings and transcripts); professional information (such as business name and role); and inferences (such as lead-qualification results). We collect them for the purposes described in this policy and keep them as described in "How Long We Keep Information."

11. Children's Privacy

The Site and our services are intended for businesses and adults. We do not knowingly collect personal information from anyone under 18. If you believe a child has given us personal information, contact us and we will delete it.

12. Where Information Is Processed

JLC Media is based in Toronto, Ontario, Canada, and our services are directed to businesses in the United States and Canada. We and our service providers process and store information in Canada, the United States and other countries where we or they operate. When information is processed outside

Canada, it may be subject to the laws of that country and may be accessible to its courts, law enforcement and national security authorities.

13. Third-Party Sites

The Site may link to third-party sites and services, such as social media profiles. We are not responsible for their privacy practices, and this policy does not apply to them.

14. Changes to This Policy

We may update this policy. Updates take effect when posted on this page with a new effective date. If we make a material change, we will take reasonable steps to let you know.

15. Contact

Questions, requests or complaints about this policy can be sent to our Privacy Officer at support@merovamedia.com. JLC Media, operating as Merova Media, Toronto, Ontario, Canada.

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

LEGAL

Return Policy

Version 1.0 · Effective October 5, 2026

THE SHORT VERSION

- **All sales are final.** Once a payment has been made, it is not refundable.
- **Deposits are not refundable.** A deposit reserves your market, including if you are still deciding whether to move forward.
- **Work already done is not refundable,** and neither is ad spend paid to advertising platforms.
- **The only exception** is a refund that Merova Media agrees to in writing.

This Return Policy is part of the [Terms of Service](#) of JLC Media, which operates under the name Merova Media ("Merova Media," "we," "us" or "our"), and it is governed by the law and dispute provisions in those Terms. It applies to every purchase made on or after October 5, 2026, unless you have signed a different written agreement with Merova Media that expressly addresses refunds. Purchases made before that date remain subject to the policy that applied when they were made.

1. All Sales Are Final

All payments made to Merova Media are final and not refundable once paid. This includes deposits, setup and onboarding fees, retainers, management fees and any other charges, however and whenever they are paid, whether on a sales call, through an invoice or payment link, or in any other way. The only exception is a refund that Merova Media agrees to in writing under [Section 7](#).

2. Deposits Are Reservation Payments

A deposit is a reservation payment. It secures your market or territory and your place in our onboarding schedule. While a deposit is in place, Merova Media holds your market and declines to take on other clients in your area. Because we turn away other business in reliance on your deposit, deposits are not refundable.

This applies in every case, including if you are still deciding whether to move forward, change your mind, delay or do not complete onboarding, or your circumstances change. How a deposit is applied toward your fees, if at all, is set out in your invoice or written agreement. If you do not move forward, we may release your market and your place in our schedule, and the deposit will not be returned.

3. Work Already Done Is Not Refundable

As soon as a payment is made, Merova Media commits team time and resources to your account. Depending on your services, this can include strategy and market review, onboarding, creative planning and production (including scripting, filming and editing ads), landing page and funnel build, tracking and dashboard setup, ad account and campaign setup, campaign management, lead qualification and appointment setting. Work that has been started or completed is not refundable, whether or not you have used, reviewed or approved the result.

4. Ad Spend Paid to Platforms

Advertising budgets are paid by you directly to advertising platforms such as Meta and Google. Those payments go to the platform, not to Merova Media, and we cannot refund or reverse them. Any refund or credit of ad spend is governed solely by the platform's own policies.

5. Results, Satisfaction and Change of Mind

Payments are not refundable based on your results, your level of satisfaction, your own follow-up or close rate, changes in your business or market, or a decision to pause, stop or not proceed.

The Merova Guarantee. The guarantee described on our website provides a specific remedy: if the stated minimum number of qualified, booked appointments is not delivered within the stated period, we continue working at no additional charge until it is. That continued work is the remedy under the guarantee. It is not a right to a refund.

6. Cancellations

You may stop your services at any time by giving written notice to support@merovamedia.com. Cancellation ends future billing from the effective date of the cancellation. It does not entitle you to a refund or credit for any amount already paid or billed, and any unpaid amounts remain due. To avoid being billed for the next period, send your notice before your next billing date. If your written agreement sets a minimum term or a notice period, that agreement controls.

7. Exceptions Agreed in Writing

Merova Media may, in its sole discretion, agree to a refund, credit or other adjustment. An exception is effective only if it is in writing and confirmed by an authorized representative of Merova Media. Statements made on sales calls, onboarding calls or in chat messages do not change this policy. An

approved refund may be partial, will be issued to the original payment method, and does not create a right to a similar exception in the future.

8. Billing Errors

If you believe you were charged in error, such as a duplicate charge or an amount that differs from what you approved in writing, email support@merovamedia.com within 30 days of the charge with the details. We will review it promptly and correct any error we confirm.

9. Payment Disputes and Chargebacks

Please contact us first. Most billing questions can be resolved quickly. Before you contact your bank, card issuer or payment processor about a charge, email support@merovamedia.com and give us a reasonable opportunity to resolve it.

By paying Merova Media, you agree that if a charge is disputed, we may provide this policy, your accepted or signed agreement, invoices and payment records, our communications with you, and records of the services delivered to your bank, card issuer, payment processor or card network as evidence. Disputing a charge that is covered by this policy, including a deposit or a payment for work already done, may be a breach of your agreement. To the extent permitted by law, you will be responsible for the amount owed, any chargeback or dispute fees, and the reasonable costs of recovery, including legal fees.

10. Your Acknowledgment

By making a payment to Merova Media, you confirm that you have read and understood this Return Policy, that you had the opportunity to ask questions before paying, that you are purchasing for business purposes, and that you agree that all payments are final and not refundable except as stated in this policy.

11. Contact

Questions about this policy, or a request under [Section 7](#) or [Section 8](#)? Email support@merovamedia.com with your name, your company, the date and amount of the payment, and what you are asking for.

Version history. Version 1.0, effective October 5, 2026: initial publication. This policy replaces the refund policy previously posted on this site for purchases made on or after that date.

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.

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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.

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