

LEGAL

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](#).

CONTENTS

- | | |
|-------------------------------------|--|
| 1. Who This Policy Covers | 9. Canadian Privacy Rights and Our Privacy Officer |
| 2. Information We Collect | 10. Your Choices and Rights |
| 3. How We Use Information | 11. Children's Privacy |
| 4. Text Messages and Calls | 12. Where Information Is Processed |
| 5. How We Share Information | 13. Third-Party Sites |
| 6. Cookies and Similar Technologies | 14. Changes to This Policy |
| 7. How Long We Keep Information | 15. Contact |
| 8. Security | |

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.

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