

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.

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