
JUDO MARKETING — SERVICE POLICY & TERMS

One unified policy for services, subscriptions, websites, apps, digital products, virtual assistants, marketing packages, privacy, and communications.

Effective Date: 08/28/2026

1. Agreement

This Service Policy & Terms ("Policy") governs all services provided by Judo Marketing, including website design and maintenance, mobile and web applications, admin portals, digital products, virtual assistants, automations, marketing packages, advertising support, and consulting. By requesting services, signing a service agreement, paying an invoice, creating an account, or using a delivered product, the client agrees to this Policy. If a signed service agreement conflicts with this Policy, the signed agreement controls for that project.

2. Services and Plans

Services are provided as monthly subscriptions (such as Essential Websites, Complex Websites, Mobile Apps, JuditoADS, and AI Assistants), one-time projects, or custom proposals. JuditoADS and AI Assistants have their own terms in Sections 18 and 19. The exact scope, price, and inclusions of each plan are stated on www.judomarketing.net, the applicable proposal, or the signed service agreement. Anything not expressly included is outside scope and may require an additional quote. Minor updates included in subscription plans cover small text edits, image replacements, link changes, basic form updates, and small layout adjustments — not new pages, redesigns, new branding, or new integrations.

3. Client Responsibilities

The client is responsible for providing accurate information, timely approvals, and the materials needed to complete the work (logos, content, access, service descriptions). The client must review and approve deliverables before use and must ensure that all claims, prices, testimonials, and offers about its business are truthful and legally permitted. The client is responsible for its own licenses, insurance, and industry-specific compliance. The client must not send unnecessary sensitive information; see Section 12.

4. Payments and Billing

Subscription payments are due monthly in advance on the agreed billing date. Judo Marketing does not charge late fees or non-payment penalties: if a payment is not received, the only consequences are suspension of services as described in Section 8 and pausing of the ownership-transfer clock in Section 7. The client is responsible for third-party costs (advertising budgets, premium software, stock assets) unless expressly included in writing.

5. Subscriptions, Renewal, and Cancellation

Subscriptions renew monthly until canceled. The client may cancel at any time, free of charge, by written request to admin@judomarketing.net or through the client portal. Cancellation stops future billing; the service and the website are deactivated immediately upon cancellation. Where applicable law requires an online cancellation method, Judo Marketing provides one.

6. Refunds and the 30-Day Delivery Guarantee

Because services are customized digital work, payments are non-refundable once work has started or a subscription period has begun — with one exception: the **30-Day Delivery Guarantee**. If Judo Marketing fails to deliver the client's initial website or agreed project within thirty (30) days after receiving all required client materials, information, access, and approvals, the client may request a full refund of the first subscription payment. This guarantee does not apply to delays caused by the client, incomplete materials, third-party platforms, or scope changes requested after the project started. Refunds are not provided because a campaign or website did not produce a specific business result (see Section 9). Third-party fees are non-refundable.

7. Twelve-Month Ownership Rule

Judo Marketing owns and retains administrative control of the website code, design, portals, hosting configuration, and domain during the first twelve (12) months of service. Ownership transfer becomes available when all of the following are satisfied:

- The client has completed twelve (12) full monthly subscription payments.
- The account has no unpaid invoices, chargebacks, disputes, or outstanding balances.
- The client has complied with this Policy and any applicable service agreement.
- Any third-party transfer, registrar, hosting, or platform fees have been paid.

A client who decides to end the service after the twelve-month term may request delivery of the domain and website code by formal written request to admin@judomarketing.net or through the contact page at www.judomarketing.net. Transfers are subject to registrar rules and third-party fees. Judo Marketing's internal templates, reusable systems, frameworks, and proprietary tools are not transferred. Client-provided materials always remain the client's property. A discretionary buyout before the twelve-month term may be offered in writing.

8. Suspension for Non-Payment

If an account becomes past due, Judo Marketing may temporarily disable the client's website and display a neutral suspension page stating that the site is temporarily disabled, identified with Judo Marketing branding and a link to www.judomarketing.net, with no advertising. The client expressly authorizes this suspension page. Service is restored promptly once the account is current — with no late fees, penalties, or reactivation charges for a first occurrence. Judo Marketing may also suspend or terminate services for illegal requests, abusive conduct, security risks, or violations of Section 10.

9. No Guarantee of Results

Judo Marketing uses professional efforts to improve presentation, visibility, lead capture, and client experience, but does not guarantee sales, leads, revenue, appointments, search rankings, platform approvals, audience growth, or any specific business outcome. Results depend on market conditions, competition, budget, offer quality, platform algorithms, and other factors outside Judo Marketing's control. Any promotional guarantee (for example, a traffic-growth guarantee) is defined exclusively by its written remedy — such as continued work at no additional cost until the target is met — and never as a promise of a specific business outcome.

10. Acceptable Use

Clients may not use Judo Marketing services or deliverables for: illegal, fraudulent, deceptive, or abusive activity; phishing, impersonation, scams, or malware; false advertising, unsupported claims, fake testimonials, or fabricated reviews; harassment, hate speech, or exploitation; sexually explicit commercial content or illegal services; unlawful collection or disclosure of personal, health, financial, or children's data; or any use that damages Judo Marketing's systems, reputation, or platform accounts. Clients in regulated industries (healthcare, ABA therapy, financial, legal, insurance, education) are responsible for their own regulatory compliance. Judo Marketing may refuse, pause, or remove work that creates legal, ethical, platform, or reputational risk.

11. Advertising and Third-Party Platforms

Advertising and integrations depend on third-party platforms (Meta, Google, TikTok, email/SMS providers, payment processors, hosting, registrars). Judo Marketing does not control platform approvals, suspensions, pricing, reach, or algorithmic delivery, and is not responsible for third-party outages or policy changes. The client is responsible for truthful claims, honoring advertised offers, and advertising spend. Testimonials and endorsements must be truthful and properly disclose any material connection.

12. Privacy and Data Protection

Judo Marketing collects basic business and contact information (name, business name, email, phone, billing and service information) from visitors, prospects, and clients, through forms, communications, and service delivery.

Information is used to provide and manage services, respond to inquiries, send service and promotional communications (subject to opt-out), and maintain business records. **Information is not sold.** Information is shared only with service providers needed to deliver the work (hosting, payment processing, software platforms), to comply with law, or to protect Judo Marketing's rights.

Safeguards include encrypted systems, access controls, and limited personnel access. Sensitive information processed for a project is deleted after 90 days unless retention is required for legal, billing, security, or active-service purposes. If a security incident creates a legal notification obligation, Judo Marketing will provide notices required by applicable law, including Florida breach-notification requirements. For healthcare or regulated clients, HIPAA-compliant and encrypted platforms are used when applicable; a Business Associate Agreement must be signed before any protected health information is processed, and clients must not send PHI through unsecured channels or without a signed BAA. Judo Marketing provides business-to-business services and does not knowingly collect personal information from children under 13. Requests for access, correction, deletion, or opt-out: admin@judomarketing.net.

13. Communications and Opt-Out

By contacting Judo Marketing or providing contact information, you agree that Judo Marketing may contact you by email, phone, text, or social media about inquiries, services, and related business matters, including occasional promotional messages. You may opt out of promotional communications at any time by replying "unsubscribe" or "STOP," or by contacting admin@judomarketing.net. Service-related and transactional communications (billing, security, legal notices, appointment reminders) continue after a promotional opt-out. Message and data rates may apply to SMS.

14. Communication Channel

The client's primary point of contact is the assigned Judo Marketing representative. Clients who wish to communicate directly with administration may do so through the contact page at www.judomarketing.net. Formal requests (cancellation, ownership transfer, billing disputes) must be submitted in writing to admin@judomarketing.net.

15. Confidentiality and Portfolio Use

Each party will use reasonable care to protect the other's nonpublic business information and use it only to provide or receive services. Unless the client requests confidentiality in writing, Judo Marketing may show completed public-facing work in its portfolio and marketing materials without disclosing confidential information.

16. Limitation of Liability and Indemnification

To the maximum extent permitted by law, Judo Marketing is not liable for indirect, incidental, consequential, punitive, or lost-profit damages, and its total liability for any claim is limited to the amounts paid by the client for the specific service during the three (3) months before the event giving rise to the claim. The client agrees to defend, indemnify, and hold harmless Judo Marketing from claims arising from client-provided materials, the client's products and operations, regulatory violations, or misuse of deliverables.

17. Electronic Agreements, Governing Law, and Updates

Electronic signatures, checkbox agreements, online approvals, and digital records have the same legal effect as paper records where permitted by law. This Policy is governed by the laws of the State of Florida; venue for disputes is the state or federal courts of Miami-Dade County, Florida. Judo Marketing may update this Policy from time to time; updates are posted on www.judomarketing.net with a revised effective date, and continued use of services constitutes acceptance.

18. JuditoADS, Meta, and Platform Data

JuditoADS is a self-service subscription tool that lets the client create and run advertising on Meta platforms (Facebook and Instagram) from the client's **own** Meta account. Judo Marketing acts as a technology provider operating the tool on the client's behalf and at the client's direction.

Connecting the account. The client connects a Meta account through Meta's own authorization flow and grants the permissions the tool needs. The client keeps ownership and control of its ad account, Pages, and business portfolio, and may disconnect at any time from the tool or from the client's Meta settings.

Advertising spend. The JuditoADS subscription fee is separate from advertising spend. Ad budget is charged by Meta directly to the payment method on the client's ad account. Judo Marketing does not collect, hold, or refund advertising spend.

Platform Data. Data obtained from Meta ("Platform Data") — including access tokens, account and Page identifiers, campaign structures, and performance metrics such as reach, spend, and results — is used **only** to operate the service for the client who authorized it: creating and managing that client's campaigns, and showing that client its own metrics and reports. Judo Marketing does **not** sell, license, or transfer Platform Data; does **not** use it for Judo Marketing's own advertising; does **not** combine it with data from other clients; and does **not** use it to build profiles of individuals. Access tokens are stored encrypted, are never exposed in the browser, and are used only for calls the client's own actions require.

Retention and deletion. Platform Data is retained only while the client's account is active. When the client disconnects the Meta account, cancels the service, or requests deletion, tokens are revoked and Platform Data is deleted within 30 days, except records Judo Marketing must keep for legal, tax, or billing purposes. When an account is closed, active campaigns are paused **before** the account record is removed; if campaigns cannot be paused, the closure is refused and the client is told which campaign to stop manually, so no advertising keeps running unattended.

How to request deletion of your data. Write to admin@judomarketing.net from the email address on the account, with the subject "Data deletion". Judo Marketing confirms receipt and completes the deletion within 30 days. The client can also disconnect Judo Marketing at any time from Meta: **Settings** → **Business integrations** → **remove the app**; doing so immediately revokes our access.

Platform rules. Use of JuditoADS is also subject to Meta's Terms, Advertising Standards, and Platform Terms. The client is responsible for the content, claims, and targeting of its ads. Meta may reject, restrict, or remove ads, accounts, or permissions; Judo Marketing does not control those decisions. Some Meta features require app review, Live mode, or business verification, and are unavailable until Meta grants them.

19. AI Assistants

AI Assistants are subscription virtual assistants that answer the client's customers on Instagram, Facebook, and the client's website, configured with information the client provides (what it sells, prices, hours, policies).

It is not a person and does not hide it. The assistant identifies itself as an automated assistant when asked. It does not impersonate a human being.

It does not commit the business. Prices, availability, and orders are confirmed against the client's own records, not invented by the assistant. Judo Marketing is not responsible for a commercial commitment the client chooses to honor beyond what its own records support.

Conversations. Messages are processed by third-party AI providers to generate the reply and are retained only as needed to operate the service and improve the client's own assistant. They are not sold, are not used to train third-party public models beyond what the provider's terms allow, and are not shared with other clients. The client must not configure the assistant to request payment details, passwords, or sensitive personal or health information; conversations that require them must be moved to a secure channel.

Accuracy and supervision. An AI assistant can make mistakes. The client is responsible for reviewing its configuration, keeping its information current, and supervising conversations that matter. Deletion of conversation data follows Section 18, "How to request deletion of your data".

20. Government and Law Enforcement Requests

Judo Marketing sometimes holds personal information belonging to its clients and to their customers. When a public authority — police, a court, a regulator, or any government body, in the United States or elsewhere — asks for that information, the following procedure applies to every request, without exception.

1. Legality review. No data is disclosed on the strength of a request alone. Before anything is handed over, Judo Marketing verifies that the request is genuine, that it comes from an authority with jurisdiction, and that it carries the legal instrument the disclosure requires (a subpoena, court order, or warrant, as applicable). A request that arrives by email or phone without a verifiable legal instrument is not honored; verification is sought through the authority's official channels. Where the law requires a warrant, a subpoena is not accepted in its place.

2. Challenging unlawful requests. If a request appears to lack a legal basis, exceeds the authority's jurisdiction, is overly broad, or conflicts with the law of the country where the data subject resides, Judo Marketing objects and, where warranted, retains counsel to move to quash, narrow, or otherwise oppose it. Judo Marketing does not comply merely because complying is easier or cheaper than objecting.

3. Data minimization. Only the minimum information the request actually compels is disclosed — never a whole account, a whole database, or a whole client because that is simpler to extract. What is disclosed is limited to the identified individuals, the identified time period, and the identified data categories. If the request is broader than its legal basis supports, Judo Marketing asks that it be narrowed before responding.

4. Documentation. Every request is recorded in an internal register: date received, requesting authority, legal instrument, data requested, the legality assessment and its reasoning, who was involved in the decision, what was disclosed or refused, and the date of response. The register is retained even when nothing is disclosed.

Notice to the affected party. Unless prohibited by law or by a court order, Judo Marketing notifies the affected client before disclosing, so the client can seek its own protection. Where notice is prohibited, Judo Marketing notifies as soon as the prohibition lapses.

Emergencies. In a request involving an imminent risk of death or serious physical harm, information may be disclosed before the full review is completed. The review and the record are completed afterward, and the disclosure is documented the same way.

Contact for legal requests: admin@judomarketing.net, subject "Legal request".

21. Contact

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