

The Hot Lead – Terms of Service

Effective Date: August 12, 2025

Welcome to ILMA LLC (DBA: The Hot Lead) (“we,” “our,” or “us”). These Terms of Service (“Terms”) govern your use of our digital marketing services, including Facebook and Google Ads management, lead generation, and CRM setup (“Services”).

By signing up for or using our Services, you agree to these Terms. Please read them carefully.

1. **Services Provided** The Hot Lead (DBA) provides digital marketing services to youth sport business owners, including but not limited to:
 - Paid ad management (Facebook, Google)
 - Lead generation campaigns
 - CRM setup and automation
 - Social media content creation
2. **Eligibility** You must be 18 years or older and provide accurate, complete information during the onboarding process.
3. **Fees and Payments**
 - During the Term, Client agrees to pay in full when due the monthly fees for the service selected by Client.
 - The first monthly service fee shall be due upon the start of service.
 - All subsequent monthly fees under this Agreement shall be due 30 days after services are launched and then on the same calendar day of each successive month.
 - Any fee not paid within ten (10) days after its due date shall bear interest at the rate of 1.5% per month from such tenth (10th) day until paid.
 - Once paid, all fees shall be nonrefundable.
 - If a payment goes longer than two (2) weeks delinquent, The Hot Lead (DBA) reserves the right to halt services until payment is collected.
 - The Hot Lead (DBA) reserves the right to increase monthly or other fees with forty-five (45) days’ prior notice.
 - The Client agrees to pay Rebilling fees for SMS and Email usage in the HighLevel platform.
 - If a balance is still outstanding post-cancellation, that balance will be charged.
4. **Cancellations**
 - We require a 30-day written cancellation notice after the three-month agreement has been fulfilled.
 - To cancel, please email customersuccess@thehotlead.com so that we can provide you with our Cancellation Form.

- We cannot process your cancellation until the form is completed.
 - If any payments fall within the next 30 days, you will be responsible for remitting payment.
5. Client Responsibilities
 - Timely completion of onboarding steps
 - Providing creative assets when requested
 - Maintaining access to necessary platforms (Facebook, Google, etc.)
 6. Intellectual Property All marketing materials, ad copy, and creative produced by ILMA LLC and The Hot Lead (DBA) remain the property of ILMA LLC and The Hot Lead (DBA) unless otherwise agreed in writing.
 7. Limitation of Liability We do not guarantee specific results. Our liability is limited to the amount paid for the Services in the last 30 days.
 8. Termination Either party may terminate services with written notice. Prepaid fees are non-refundable unless otherwise specified in our Refund Policy.
 9. Governing Law These Terms are governed by the laws of the State of Iowa.

The Hot Lead (DBA) – Refund Policy

Effective Date: Aug 12, 2025

We stand behind the services we provide and aim to deliver exceptional value to our clients. If you're unsatisfied, please contact us at info@thehotlead.com

Refunds:

- Subscriptions are billed monthly and are non-refundable once the billing cycle begins.
- Refunds may be issued only if The Hot Lead (DBA) fails to launch the ad campaign within 10 business days of receiving all onboarding information.

Cancellations:

- We require a 30-day written cancellation notice after the three-month agreement has been fulfilled.
- To cancel, please email customersuccess@thehotlead.com to receive our Cancellation Form.
- Cancellations are not considered active until the form is completed.
- If any payments fall within the next 30 days, you will be responsible for remitting payment.

Special Circumstances: Refunds for special cases (e.g. double charges or platform issues) are reviewed individually and issued at our discretion.

The Hot Lead (DBA) – Privacy Policy

Effective Date: Aug 12, 2025

Your privacy is important to us. This policy explains what information we collect, how we use it, and your rights.

1. Information We Collect
 - Name, email, phone number, business info
 - Payment details (processed securely by Stripe)
 - Site usage data via cookies and analytics
2. How We Use Your Information
 - To provide and improve our services
 - To communicate with you (email, phone, SMS)
 - To process payments and invoices
3. Sharing Information We do not sell your data. We share info only with:
 - Stripe for payment processing
 - CRM and marketing tools (Go HighLevel, Google, Facebook, etc.)
4. Data Security We implement security measures to protect your personal data.
5. Your Rights You can request access, correction, or deletion of your data by contacting us.
6. Cookies Our site uses cookies to track analytics and improve the user experience.
7. Contact customersuccess@thehotlead.com

The Hot Lead (DBA) – SMS/TEXT Message Privacy

Effective Date: Aug 12, 2025

If you have opted in to receive SMS/text messages from us, we are committed to protecting your privacy regarding these communications:

- No Data Sharing: All text messaging originator opt-in data and consent information will not be shared with any third parties, excluding the aggregators and providers necessary to deliver the SMS service.
- Marketing Restrictions: Your mobile information will not be shared with any third parties or affiliates for marketing or promotional purposes.
- Limited Use: Your SMS opt-in data will only be used for the specific purposes you have consented to, such as appointment reminders, event notifications, receipts,

customer service updates, and promotional messages you've explicitly opted into.

- Opt-Out Control: You can stop receiving text messages at any time by texting "STOP" to our shortcode. Upon doing so, we will confirm your opt-out status via SMS and will cease sending you text messages.

10. Contact Information ILMA LLC (DBA: The Hot Lead)

Phone: 515-207-2665

Email: customersuccess@thehotlead.com