

Strategic Communication Advisors, LLC
My News Wizard™ & My Content Wizard™ Payment & Refund Policy

My News Wizard™ is an online instructional tool designed to help students as well as individuals working in small businesses and nonprofit organizations learn how to develop news media story ideas. The My News Wizard™ website also includes a Risk Assessment Tool, a separate application designed to help students and individuals working in organizations assess the potential of a negative news media story.

My Content Wizard™, which is housed on the same domain as My News Wizard™, is an online instructional tool designed to help students and individuals working in small businesses and nonprofit organizations develop content for three social media applications: Facebook, Instagram and Twitter.

The technology and accompanying story/content development tools and information is delivered to customers through the website, www.mynewswizard.com. The technologies and website were developed by Strategic Communication Advisors, LLC, hereinafter referred to as “SCA”.

Listed below is the current payment and refund policy for SCA. All transactions with SCA for the My News Wizard™, Risk Assessment Tool, and My Content Wizard™ technologies, news media story development tools, risk assessment tool and social media content development and assessment tools and website are governed by this policy.

The payment policies in this document constitute part of every user’s subscription agreement to the mynewswizard.com website and all associated applications and technologies. For the purposes of this Agreement, the terms “subscriber,” “user” and “registrant” include any individual who has paid a subscription fee in order to gain access to the My News Wizard™ technology, Risk Assessment Tool and My Content Wizard™ technology as well as all news media story and social media content development and assessment tools and website.

If you have any questions or comments about this policy, please contact SCA at info@mynewswizard.com or by using the “Contact Us” form on the www.mynewswizard.com website. Please see the “subscribe” pages on the mynewswizard.com website (https://mynewswizard.com/subscribe_mnw.php and <https://mynewswizard.com/subscribe.php>) for the current price and description of the subscription plan. All prices listed are in U.S. dollars. The subscription price includes access to the My News Wizard™ media relations technology, the Risk Assessment Tool and the My Content Wizard™ social media technology.

ALL MY NEWS WIZARD™ AND MY CONTENT WIZARD™ SUBSCRIBERS MUST READ AND ADHERE TO THIS POLICY. THERE ARE NO EXCEPTIONS.

1. Payment

1.1 Subscriptions. My News Wizard™ and My Content Wizard™ are available to customers by subscription only. In order to access the My News Wizard™ and My Content Wizard™ technologies, story/content development and assessment tools and website, an individual

must become a paid subscriber to the My News Wizard™ and/or My Content Wizard™ website. Unless otherwise approved by SCA, subscriptions will run for a period of three months from the date that an individual first subscribes to the My News Wizard™ and/or My Content Wizard™ technology and website. Unless a subscriber renews his or her subscription before the expiration date, his or her subscription to My News Wizard™ and My Content Wizard™ will expire three months from the date that the account was activated by SCA.

1.2 Pre-Payment Required. Unless alternative payment arrangements have been made with SCA, all customers must provide payment in full to SCA for use of the My News Wizard™ and/or My Content Wizard™ technologies, story/content development and assessment tools and website prior to obtaining access to the My News Wizard™/My Content Wizard™ website. SCA offers both individual subscriptions and institutional subscriptions. All subscribers to My News Wizard™ and/or My Content Wizard™ must provide accurate, up-to-date information during the subscription process.

1.3 Payments for Individual Subscriptions. For individual subscriptions, SCA accepts credit card payments through the PayPal website. Once a user has signed up for a My News Wizard™ and/or My Content Wizard™ subscription and clicked on the “Proceed to Checkout” button, the user will then be directed to the secure PayPal website in order to provide payment information. Strategic Communication Advisors, LLC and the My News Wizard™/ My Content Wizard™ website do not collect or store any credit card information. All payment transactions are handled by PayPal. Subscriptions to My News Wizard™ and/or My Content Wizard™ are billed to the user’s credit card as a one-time payment. After SCA is notified that a user’s credit card payment has been authorized, SCA will provide the user with access to the My News Wizard™ website. If a payment is not authorized, SCA will notify the user that his or her credit card payment was not approved. SCA does not provide users with access until full payment has been authorized. By subscribing, users authorize SCA to charge their credit card with the current subscription fee. SCA reserves the right to correct any billing errors made during the subscription process. SCA also accepts payments through debit cards and PayPal accounts. Once directed to the PayPal website, users may opt to pay using either a debit card or PayPal account. The full subscription amount will be deducted from the user’s debit card or PayPal account. After SCA is notified that the user’s payment has been authorized, SCA will provide the user with access to the My News Wizard™/My Content Wizard™ website.

1.4 Payments for Institutional Subscriptions. SCA also offers institutional subscriptions, which allow a department, college, university or other organization to purchase multiple subscriptions (or “seats”) to the My News Wizard™ and My Content Wizard™ technologies and website. To obtain an institutional subscription, the person seeking the subscription should complete the “Contact Us” form on the My News Wizard™/My Content Wizard™ website. The “Contact Us” form is accessible from any page on the website by clicking on the envelope icon in the lower right corner of the webpage. Once the information form has been submitted, SCA will contact the person completing the form. Institutional subscriptions shall be paid by a check payable to “Strategic Communication Advisors, LLC.” The amount of the check shall be the number of subscriptions required multiplied by the current per-seat subscription price, unless SCA and the person representing the institution have agreed to an alternative subscription price pursuant to section 1.5 below. For institutional subscriptions, SCA may provide access to the My News Wizard™/My Content Wizard™ technologies and website to registered users in advance of receiving payment, provided that arrangements for

payment have been made and SCA receives full payment within 30 days of the date on which the institutional subscription is activated. In order to access the applications, authorized institutional users will be provided by SCA with a link to a form that allows them to create login credentials for the My News Wizard™/My Content Wizard™ website. SCA will then activate their account, which will be good for three months from the date of activation, or whatever time period is mutually agreed to by SCA and the institution.

1.5 Multiple User Discount. Organizations seeking to obtain more than 30 subscriptions to the My News Wizard™/My Content Wizard™ technologies and website should contact SCA at info@mynewswizard.com to discuss the possibility of obtaining a multiple user discount.

1.6 Subscription ownership. A subscription to My News Wizard™/My Content Wizard™ is assigned only to the individual who signed up for the account using the subscribe page on the My News Wizard™ website, or to an individual who has received a subscription as part of an institutional account. Subscriptions are on a per user basis.

1.7 Sharing of information. Any sharing of the My News Wizard™/My Content Wizard™ technologies, story/content development and assessment tools and website — including videos, graphics, press release templates, tips, proprietary dashboard materials, logos, and other content — with others outside of a subscriber’s organization, including allowing others to use the My News Wizard™ scoring technology, dashboards, story development tools and website, or distributing or posting any of these materials or any screen shots, illustrations, reproductions or simulations of the My News Wizard™ website, technology, story development tools, logos, etc. anywhere is prohibited. In addition, allowing others to use the My Content Wizard™ social media engagement prediction technology, content development tools and website, or distributing or posting any of these materials or any screen shots, illustrations, reproductions or simulations of the My Content Wizard™ website, technology, logos, etc. anywhere is prohibited. SCA WILL REVOKE ACCESS TO THE MY NEWS WIZARD™/MY CONTENT WIZARD™ WEBSITE OF ANY INDIVIDUALS WHO VIOLATE THE TERMS OF THIS PAYMENT POLICY, TERMS OF USE POLICY OR FILE UPLOAD POLICY.

1.8 Sharing of passwords. Any sharing of passwords to the My News Wizard™/My Content Wizard™ website is prohibited. Passwords are assigned to individual users and are associated with a specific user’s account. SCA may revoke access to the My News Wizard™/My Content Wizard™ website of any individuals who share their passwords with nonsubscribers.

2. Refunds/Cancellations

2.1 Seven-Day Refund Period. Users who subscribe to the My News Wizard™/My Content Wizard™ website and want to receive a refund may do so within seven business days of subscribing. To receive a refund, a subscriber should send an e-mail to info@mynewswizard.com within seven business days of his or her original subscription date with the subject line “Refund”. In the body of the e-mail message, the subscriber should indicate why he or she would like a refund (for example, technology issues, dissatisfaction with product, etc.). SCA will refund the user’s full subscription price during the seven business day period. After seven business days have elapsed from the date of a user’s initial subscription to the My News Wizard™/My Content Wizard™ website, all subscription sales to My News Wizard™/My Content Wizard™ are final and no refunds will be provided.

2.2 Cancellations. If a subscriber wishes to cancel his or her subscription to My News Wizard™/My Content Wizard™ without a refund after seven business days from the date of his or her initial subscription have elapsed, he or she may do so by sending an e-mail to info@mynewswizard.com with the words “Cancel Subscription” written in the subject line. In the body of the e-mail message, the subscriber should indicate why he or she would like to cancel the subscription. When a user’s subscription is cancelled, his or her account will be closed and the user will lose all access to the My News Wizard™, Risk Assessment Tool and My Content Wizard™ technologies, story/content development and assessment tools and website.

2.3 No Warranties. SCA does not guarantee that the My News Wizard™ tool will earn subscribers favorable publicity or coverage in the news media. The purpose of the tool, when used as intended, is to help educate users on how to develop news media story ideas and understand how to make news. As a result, SCA does not offer warranties on the My News Wizard™ technology, story development tools and website. For more information, please read our Terms of Use on the My News Wizard™ website. In addition, SCA does not guarantee that the My Content Wizard™ tool will increase engagement on a social media post or increase the number of followers for an individual or organization on any social media platform. The purpose of the tool, when used as intended, is to help educate users on the characteristics of posts that have historically resulted in engagement on social media platforms, based on research, and to benchmark their own posts against those criteria. As a result, SCA does not offer warranties on the My Content Wizard™ technology, content development and assessment tools and website. For more information, please read our Terms of Use on the My Content Wizard™ website, which is housed on the www.mynewswizard.com domain. In addition, SCA does not guarantee that use of the Risk Assessment Tool on the My News Wizard™ website will prevent any adverse impact of any kind on any individual or organization, including but not limited to negative or adverse news media coverage or social media posts, based on any decisions made by the user of the Risk Assessment Tool or any decisions informed by the Risk Assessment Tool. The purpose of the Tool, when used as intended, is to help educate and inform users on the conditions that could result in an adverse story in the news media. Users must make their own judgments about the potential for a negative news media story about an individual or organization. As a result, SCA does not offer warranties on the My News Wizard™ Risk Assessment Tool and website. For more information, please read our Terms of Use on the My News Wizard™ website.

2.4 Feedback. SCA values its customers and strives to make My News Wizard™/My Content Wizard and the Risk Assessment Tool valuable instructional tools on news media relations and social media content. SCA welcomes feedback from users of these technologies, story/content development and assessment tools and website. Please contact us at info@mynewswizard.com with any comments.

3. Renewals

3.1 Subscription Renewal Process. Subscriptions to My News Wizard™/My Content Wizard™ expire after three months from the date of the user’s original subscription. If a user’s subscription has expired and he or she wishes to renew for another year using the same account, the user will be prompted to enter his or her username and password on the My

News Wizard™/My Content Wizard™ website. The user will then be directed to the secure PayPal website for payment. Once SCA has received payment for the subscription renewal, the user's account will be updated with the new signup date and the user will receive confirmation of his or her subscription purchase via e-mail. Unless an individual has made other arrangements with SCA, all subscription renewals will be billed to the subscriber's credit card via PayPal at the current subscription fee.

4. Billing Disputes

4.1 Billing Disputes. If for some reason SCA does not receive full payment of the subscription fee, or if a subscriber disputes the My News Wizard™/My Content Wizard™ charges billed to his or her credit card, SCA may either suspend or terminate the user's subscription until payment is received. Once SCA receives full payment, the user may continue his or her subscription, which will still expire three months from the date that the user first subscribed to My News Wizard™/My Content Wizard™.

By subscribing to My News Wizard™ and/or My Content Wizard™, the user acknowledges that he or she has read and understood the payment policies listed above, as well as the My News Wizard™/My Content Wizard™ Terms of Use, Privacy Policy and File Upload Policy, which are available at www.mynewswizard.com. The user further acknowledges that he or she agrees to all of the provisions contained within this Payment Policy, the Terms of Use, Privacy Policy and File Upload Policy.

Policy date: August 2020