



**Strategic Communication Advisors, LLC  
Media Literacy Multiverse™ Payment & Refund Policy**

Media Literacy Multiverse™ (or MLM) is an online instructional tool designed to help students and individuals learn media, digital and information literacy. The Media Literacy Multiverse™ website includes a guidebook (referred to as the MLM “flight manual”), six video lessons, interactive quizzes and exercises, including patented technologies for ranking the newsworthiness of a media story and predicting social media engagement.

All of this instructional content is delivered to customers through the website, [www.medialiteracymultiverse.com](http://www.medialiteracymultiverse.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 Media Literacy Multiverse™ website and associated content and technologies, are governed by this policy.

The payment policies in this document constitute part of every user’s subscription agreement to the [medialiteracymultiverse.com](http://medialiteracymultiverse.com) website and all associated content, 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 Media Literacy Multiverse™ website and associated content and technologies, as well as any institution that has purchased multiple subscriptions to the Media Literacy Multiverse™ website and associated content and technologies.

If you have any questions or comments about this policy, please contact SCA at [scadvisorsllc@gmail.com](mailto:scadvisorsllc@gmail.com) or by using the “Contact Us” form on the [www.medialiteracymultiverse.com](http://www.medialiteracymultiverse.com) website. Please see the “Sign Up” page on the [medialiteracymultiverse.com](http://medialiteracymultiverse.com) website (<https://medialiteracymultiverse.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 Media Literacy Multiverse™ guidebook, videos, quizzes, exercises and patented technologies.

**ALL MEDIA LITERACY MULTIVERSE™ SUBSCRIBERS MUST READ AND ADHERE TO THIS POLICY. THERE ARE NO EXCEPTIONS.**

## **1. Payment**

1.1 Subscriptions. Media Literacy Multiverse™ is available to customers by subscription only. In order to access the Media Literacy Multiverse™ website, content and technologies, an individual must become a paid subscriber to the Media Literacy Multiverse™ website. Unless otherwise approved by SCA, subscriptions will run for a period of one year from the date that an individual first subscribes to the Media Literacy Multiverse™ website. Unless a subscriber renews his or her subscription before the expiration date, his or her subscription to Media Literacy Multiverse™ will expire one year from the date that the account was activated.

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 Media Literacy Multiverse™ website and associated content and technologies prior to obtaining access to the Media Literacy Multiverse™ website. SCA offers both individual subscriptions and institutional subscriptions. All subscribers to Media Literacy Multiverse™ 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 Media Literacy Multiverse™ 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 Media Literacy Multiverse™ website do not collect or store any credit card information. All payment transactions are handled by PayPal. Subscriptions to Media Literacy Multiverse™ 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 Media Literacy Multiverse™ 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 Media Literacy Multiverse™ website.

1.4 Payments for Institutional Subscriptions. SCA also offers institutional subscriptions, which allow a school, college, university, department, agency, association, business or other organization to purchase multiple subscriptions (or “seats”) to the Media Literacy Multiverse™ website and its associated content and technologies. To obtain an institutional subscription, the person seeking the subscription should complete the “Contact Us” form on the Media Literacy Multiverse™ 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. Alternatively, a person may fill out the form located on the “For Educators” page on the Media Literacy Multiverse™ website to obtain an institutional subscription. Once an 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 Media Literacy Multiverse™ website and associated content and technologies 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 website content and applications, authorized institutional users will be provided by SCA with a link to a form that allows them to create login credentials for the Media Literacy Multiverse™ website and activate their account, which will be good for one year 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 Media Literacy Multiverse™ website, content and technologies should contact SCA at [scadvisorsllc@gmail.com](mailto:scadvisorsllc@gmail.com) to discuss the possibility of obtaining a multiple user discount.

1.6 Subscription Ownership. A subscription to Media Literacy Multiverse™ is assigned only to the individual who signed up for the account using the “Sign Up” page on the Media Literacy Multiverse™ 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 Media Literacy Multiverse™ content – including the guidebook or “flight manual,” instructional videos, technologies (including the media gatekeeper and social media virality predictor applications), news angle templates, quizzes, exercises, graphics and other content – with others outside of a subscriber’s organization, including allowing others to use the Media Literacy Multiverse™ guidebook, videos, technologies, quizzes, exercises and website, or distributing or posting any of these materials or any screen shots, illustrations, reproductions or simulations of the Media Literacy Multiverse™ website, content, technology, logos, etc. anywhere is prohibited. SCA WILL REVOKE ACCESS TO THE MEDIA LITERACY MULTIVERSE™ 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 Media Literacy Multiverse™ website is prohibited. Passwords are assigned to individual users and are associated with a specific user’s account. SCA may revoke access to the Media Literacy Multiverse™ website of any individuals who share their passwords with nonsubscribers.

## **2. Refunds/Cancellations**

2.1 Seven-Day Refund Period. Users who subscribe to the Media Literacy Multiverse™ 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 [scadvisorsllc@gmail.com](mailto:scadvisorsllc@gmail.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 Media Literacy Multiverse™ website, all subscription sales to Media Literacy Multiverse™ are final and no refunds will be provided.

2.2 Cancellations. If a subscriber wishes to cancel his or her subscription to Media Literacy Multiverse™ 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 [scadvisorsllc@gmail.com](mailto:scadvisorsllc@gmail.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 Media Literacy Multiverse™ website, content, technologies, etc.

2.3 No Warranties. SCA does not guarantee that the Media Literacy Multiverse™ media gatekeeper technology 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 a set of facts can be framed in different ways by the news media and how the newsworthiness of a story can diminish over time. As a result, SCA does not offer warranties on the Media Literacy Multiverse™ media gatekeeper technology, news angle templates, and associated story development tools. For more information, please read our Terms of Use on the Media Literacy Multiverse™ website. In addition, SCA does not guarantee that the Media Literacy Multiverse™ social media virality predictor 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 and social media accounts that have historically resulted in engagement on various 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 Media Literacy Multiverse™ social media virality predictor technology. For more information, please read our Terms of Use on the Media Literacy Multiverse™ website.

2.4 Feedback. SCA values its customers and strives to make the Media Literacy Multiverse™ website and associated content and technologies valuable instructional tools on media, digital and information literacy. SCA welcomes feedback from users of these technologies. Please contact us at [scadvisorslls@gmail.com](mailto:scadvisorslls@gmail.com) with any comments.

### **3. Renewals**

3.1 Subscription Renewal Process. Subscriptions to Media Literacy Multiverse™ expire after one year 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 Media Literacy Multiverse™ 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 Media Literacy Multiverse™ 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 one year from the date that the user first subscribed to Media Literacy Multiverse™.

By subscribing to Media Literacy Multiverse™, the user acknowledges that he or she has read and understood the payment policies listed above, as well as the Media Literacy Multiverse™ Terms of Use, Privacy Policy and File Upload Policy, which are available at [www.medialiteracymultiverse.com](http://www.medialiteracymultiverse.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: December 2023