

# HasMedia

## Privacy Policy

Effective Date: April 21, 2026 | Last Updated: April 21, 2026

This Privacy Policy (the "Policy") describes how HasMedia ("HasMedia," "we," "us," or "our") collects, uses, discloses, retains, and protects personal information about visitors, prospects, clients, and subscribers ("you" or "your") who interact with our website located at <https://hasmedia.com> (the "Site"), our marketing communications (including SMS/text messaging, email, and phone), and any related services (collectively, the "Services"). By accessing the Services, submitting information through any of our intake forms, or opting in to receive communications from us, you acknowledge that you have read, understood, and agree to this Policy.

### 1. Who We Are

HasMedia is a full-service digital marketing agency based at 13 E. Somerset St, Raritan, NJ 08869. We provide digital marketing, paid advertising, social media management, search engine optimization (SEO), web design and development, video production, CRM systems and automation, and related marketing services to businesses across the United States. For any privacy-related question, you may contact the business owner directly at [okan@hasmedia.com](mailto:okan@hasmedia.com) or by phone at **(908) 335-6050**.

### 2. Scope of This Policy

This Policy applies to all personal information we collect: (a) through our Site and any landing pages or subdomains operated by us; (b) through web forms, contact forms, lead magnets, chat widgets, booking calendars, and quote-request tools; (c) through SMS/MMS text messaging programs we operate; (d) through email marketing and transactional email; (e) through phone calls and voicemail; (f) through in-person meetings, discovery calls, and events; and (g) in the course of delivering paid marketing services to clients. It does not apply to third-party websites, platforms, or services that may be linked from our Site, each of which has its own privacy practices.

### 3. Information We Collect

#### 3.1 Information You Provide Directly

We collect the information you voluntarily submit to us, including when you fill out a contact form, request a quote, schedule a consultation, subscribe to updates, opt in to SMS messaging, or engage us as a client. This typically includes:

- **Identity & contact data:** first and last name, business name, job title, mailing address, email address, and mobile or landline phone number.
- **Marketing-program data:** the goals of your business, services you are interested in, estimated budget, website URL, and similar qualifying details.

- **Account & billing data:** billing address, payment-method details processed by our PCI-compliant payment processors (we do not store full card numbers on our servers), signed agreements, invoices, and tax identifiers where required.
- **Communications data:** the content of messages you send us by email, SMS, chat, web form, or voicemail, including attachments.
- **Service-delivery data:** credentials you provide us to manage your advertising, social, CRM, or hosting accounts, which we store in encrypted password managers and use solely to perform the Services you hired us to deliver.

### 3.2 Information Collected Automatically

When you visit the Site, we and our analytics providers automatically collect certain technical information through cookies, pixels, tags, and server logs, including IP address, approximate geolocation derived from IP, browser type and version, device type, operating system, referring URL, pages viewed, time on page, clicks, scroll depth, and session identifiers. This information is used to operate and improve the Site, measure marketing performance, and protect against fraud and abuse.

### 3.3 Information From Third Parties

We may receive information about you from partners such as advertising platforms (Meta, Google, TikTok, LinkedIn, X), analytics providers, CRM platforms (including GoHighLevel), email deliverability providers, payment processors, and publicly available business databases. If you engage us as a client, we also receive performance data and contact data from the advertising and marketing platforms we manage on your behalf.

## 4. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to inquiries, provide quotes, schedule consultations, and deliver the Services you request.
- To send transactional communications such as appointment confirmations, invoices, receipts, project updates, and account notices.
- To send marketing communications (by email, SMS, or phone) where you have provided the required consent and to measure the performance of those communications.
- To operate, secure, debug, and improve the Site and our internal systems.
- To comply with legal obligations, enforce our Terms & Conditions, and defend our legal rights.
- To prevent fraud, spam, abuse, and unauthorized access to accounts we manage.

## 5. SMS / Text Messaging Program Disclosure

The following section applies specifically to any mobile phone number you provide to HasMedia. It is written to meet the disclosure requirements of the mobile carriers, the Cellular Telecommunications Industry Association (CTIA), The Campaign Registry (TCR), and the Telephone Consumer Protection Act (TCPA) for Application-to-Person (A2P) 10DLC messaging.

## 5.1 Program Name & Purpose

**Program Name:** HasMedia Customer & Client Messaging.

**Purpose:** to send appointment reminders, consultation confirmations, account and billing notices, service-delivery updates, lead-follow-up messages, responses to inbound inquiries, and occasional marketing messages (such as promotions, new service announcements, and event invitations) to individuals who have provided prior express written consent.

## 5.2 How Consent Is Obtained (Opt-In)

We obtain prior express written consent before sending any SMS or MMS message. Consent is collected through one or more of the following methods, each of which presents a clear, conspicuous disclosure and an unchecked consent checkbox that you must affirmatively select:

- Web forms on <https://hasmedia.com> (contact, quote request, booking, and lead-magnet forms).
- Landing pages and funnels we operate on your behalf or on our own behalf.
- Written client service agreements that include an SMS consent clause.
- Verbal consent captured during a recorded phone call, followed by a written confirmation.
- Paper or digital intake forms completed at in-person meetings or events.

The consent language presented at the point of opt-in reads substantially as follows: *"By providing my phone number and checking this box, I agree to receive SMS/text messages from HasMedia regarding my inquiry, account, and/or the services I have requested, including appointment reminders, follow-ups, and occasional promotional messages. Message frequency varies. Message & data rates may apply. Reply STOP to opt out or HELP for help. Consent is not a condition of purchase. See our Privacy Policy and Terms & Conditions for details."* Records of consent (including the date, time, IP address, form URL, and the exact language shown) are retained for a minimum of four (4) years.

## 5.3 Types of Messages You May Receive

- **Conversational / customer-care messages** — direct replies to questions you send us.
- **Transactional messages** — appointment confirmations, reminders, reschedules, receipts, project-status updates.
- **Informational messages** — onboarding instructions, support follow-ups, security or billing notices.
- **Promotional / marketing messages** — occasional offers, new-service announcements, webinar or event invitations (only where explicit marketing consent was provided).

## 5.4 Message Frequency

Message frequency varies based on your interaction with us and the service you have engaged. A typical subscriber receives between two (2) and ten (10) messages per month. Active clients in an onboarding or campaign-launch phase may receive additional service-related messages on an as-needed basis.

## 5.5 Message & Data Rates

**Message and data rates may apply.** Your mobile carrier's standard messaging rates will apply to all SMS and MMS messages sent and received. HasMedia is not responsible for any charges assessed by your mobile carrier. Please contact your carrier for details of your messaging plan.

## 5.6 How to Opt Out (STOP)

You can cancel the SMS service at any time. Simply text "**STOP**" to the short code or number from which you received a message (other universally accepted opt-out keywords such as **END**, **CANCEL**, **UNSUBSCRIBE**, or **QUIT** will also be honored). After you send the message **STOP**, we will send you a one-time confirmation message acknowledging that you have been unsubscribed. You will no longer receive SMS messages from HasMedia on that topic unless you opt back in. You may also opt out by emailing [okan@hasmedia.com](mailto:okan@hasmedia.com) or calling **(908) 335-6050**.

## 5.7 How to Get Help (HELP)

If at any time you forget the keywords or need assistance, text "**HELP**" to the number from which you received a message. We will respond with instructions on how to use our service and how to unsubscribe. You may also reach a human at [okan@hasmedia.com](mailto:okan@hasmedia.com) or **(908) 335-6050**.

## 5.8 Supported Carriers

The SMS program is available on most major U.S. carriers, including (but not limited to) AT&T, T-Mobile, Verizon Wireless, Sprint, Boost Mobile, U.S. Cellular, MetroPCS, Cricket Wireless, Virgin Mobile, and their MVNO affiliates. Carriers are not liable for delayed or undelivered messages.

## 5.9 Privacy of Mobile Information — A2P Required Disclosure

**No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All categories of personal information detailed in this Privacy Policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. Mobile opt-in data and telephone numbers collected for the purpose of SMS communications will not be sold, rented, released, traded, or otherwise transferred to any third party or affiliate for their own marketing or promotional use under any circumstance.**

We may share your mobile number and related SMS data only with the limited sub-processors that are strictly necessary to deliver the messaging service itself (for example, our messaging platform GoHighLevel / LeadConnector, the 10DLC carrier aggregators, and the mobile carriers themselves). These sub-processors are contractually prohibited from using your information for their own marketing and are bound by confidentiality obligations.

## 6. Cookies, Pixels, and Similar Technologies

We use cookies and similar technologies to operate the Site, remember preferences, understand how visitors use the Site, and measure the performance of our marketing. The categories of cookies we use are:

- **Strictly necessary cookies:** required for the Site to function (e.g., session, security, load-balancing).

- **Analytics cookies:** Google Analytics / GA4, Microsoft Clarity, or comparable tools that help us measure traffic and improve the Site.
- **Advertising cookies & pixels:** Meta Pixel, Google Ads tag, TikTok Pixel, LinkedIn Insight Tag, and similar tags used to measure ad performance and to deliver retargeting ads.
- **Preference cookies:** remember your display and consent choices.

You can control cookies through your browser settings and, where applicable, through the cookie-consent banner on our Site. Disabling certain cookies may affect Site functionality.

## 7. How We Share Information

We share personal information only as described below. We do not sell personal information, and, as stated in Section 5.9, we do not share mobile opt-in or SMS information with any third party or affiliate for marketing purposes.

- **Service providers / sub-processors:** vendors that help us operate the business, including hosting, CRM (GoHighLevel), email deliverability (e.g., Mailgun, SendGrid, Google Workspace), SMS aggregators, payment processing (e.g., Stripe, Square), scheduling, analytics, and cloud storage. They are bound by contracts that limit their use of your information to the services they provide to us.
- **Advertising & analytics partners:** for the limited purpose of measuring and improving marketing performance.
- **Professional advisers:** attorneys, accountants, insurers, and auditors under confidentiality obligations.
- **Legal & safety:** to comply with a subpoena, court order, or other legal obligation, to enforce our rights, and to protect the safety of our users or the public.
- **Business transfers:** in connection with a merger, acquisition, financing, or sale of assets, subject to appropriate confidentiality protections.
- **With your consent:** any other sharing will be done only with your explicit consent.

## 8. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Policy, to comply with our legal, tax, and accounting obligations, and to resolve disputes. Typical retention periods are: lead/inquiry data — up to 3 years after last contact; client records and billing data — 7 years; SMS consent records — minimum 4 years; website analytics — up to 26 months.

## 9. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information, including TLS encryption in transit, restricted access on a need-to-know basis, multi-factor authentication for sensitive accounts, encrypted password storage, and regular review of our vendors. No method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

## **10. Your Privacy Rights**

Depending on where you live, you may have the following rights with respect to your personal information: (a) the right to know or access the personal information we hold about you; (b) the right to request deletion; (c) the right to correct inaccurate information; (d) the right to opt out of targeted advertising or the sale or sharing of personal information (we do not sell personal information, and do not share mobile opt-in information); (e) the right to withdraw consent; and (f) the right to non-discrimination for exercising these rights. To exercise any right, email [okan@hasmedia.com](mailto:okan@hasmedia.com). We will verify your identity before responding and will respond within the time frames required by applicable law.

## **11. Children's Privacy**

The Services are intended for business owners and professionals and are not directed to children under 13 (or under 16 in certain jurisdictions). HasMedia does not knowingly collect personal information from children. If you believe a child has provided us personal information, please contact [okan@hasmedia.com](mailto:okan@hasmedia.com) and we will promptly delete it.

## **12. "Do Not Track" Signals**

Because there is not yet a universal standard for how to respond to "Do Not Track" browser signals, our Site does not respond to them at this time. Where required by law, we treat Global Privacy Control (GPC) signals as a valid opt-out of sale or sharing of personal information.

## **13. Third-Party Sites & Integrations**

Our Site and our deliverables may contain links to, or integrate with, third-party websites and platforms (e.g., Google, Meta, YouTube, LinkedIn, Stripe, GoHighLevel, Calendly). We are not responsible for the privacy practices of those third parties. Please review their privacy policies before providing personal information.

## **14. International Users**

The Services are hosted and operated in the United States. If you access the Services from outside the U.S., you understand and consent to the transfer of your personal information to the United States, which may have data-protection laws different from those of your jurisdiction.

## **15. Changes to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal, operational, or regulatory reasons. We will post the revised Policy on this page and update the "Last Updated" date above. Material changes that affect your rights will be communicated by email or other reasonable means. Your continued use of the Services after the effective date of the revised Policy constitutes acceptance of the changes.

## **16. How to Contact Us**

For any questions, requests, or complaints regarding this Privacy Policy or our privacy practices, please contact us at:

<b>Company:</b>	HasMedia
<b>Mailing Address:</b>	13 E. Somerset St, Raritan, NJ 08869
<b>Phone:</b>	(908) 335-6050
<b>Email:</b>	okan@hasmedia.com
<b>Website:</b>	<a href="https://hasmedia.com">https://hasmedia.com</a>

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