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Summary of Changes to the Master Service Agreement

Date: 2/1/2026

We've recently updated InSync Media's Master Terms of Service to better reflect how digital marketing, technology, platforms, and regulations have evolved. These updates are intended to add clarity and transparency, not to change the work we're doing for you. Below is a brief summary of what was updated. This summary is not a complete list of all changes and you are encouraged to read the entire terms.

- **How we use AI in our work** (Section 1.4; Definitions) We clarified how we use AI tools, including large language models, to support research, strategy, content development, analysis, technical work, and internal workflows.
- **Responsibility for AI-assisted content** (Sections 1.4, 2.1, and 2.2) The updated Terms clarify that while we apply human review and editing, you review and approve all deliverables before use. How content is ultimately used remains in your control.
- **No professional advice from AI-assisted content** (Section 1.4) We clarified that AI-assisted content is provided for marketing and informational purposes only and is not legal, financial, or regulatory advice.
- **Accuracy at time of delivery** (Section 1.4) We clarified that deliverables reflect information available at the time they're provided. Because platforms, laws, and circumstances change, we don't have an ongoing obligation to update previously delivered work unless agreed to separately.
- **Website accessibility (ADA / WCAG)** (Section 2.3) We clarified that website accessibility compliance is ultimately your responsibility as the website owner. We may recommend third-party accessibility tools and explain available options, but whether those tools are implemented is your decision.
- **Third-party platforms and services** (Sections 1.3) We clarified that platforms such as Google, Meta, hosting providers, analytics tools, and AI platforms operate independently. Actions like policy changes, account restrictions, or suspensions are outside our control.
- **Hosting, security, and access expectations** (Addendum A) We added clarity around shared responsibilities related to hosting, security practices, backups, access management, and what happens if hosting services are discontinued.
- **Portfolio and case study use** (Section 4) We formalized our ability to reference aggregated results and outcomes of our work in portfolios and case studies, while continuing to protect confidential and proprietary information. If you prefer not to be identified by name or to opt out completely, let us know in writing.
- **Offboarding responsibilities** (Section 12) Since we cannot always remove our access from accounts you own, we clarified your responsibilities to remove our agency from all of your digital assets upon completion or termination of your engagement with us.
- **Updated definitions and modern terminology** (Definitions section) We updated definitions to reflect current practices, including AI-assisted content, AI-driven search, analytics, and modern optimization approaches.

You can review the full updated Terms of Service here: <https://terms.insync.media> By continuing our services, you agree to be bound by these terms. If you have any questions or concerns, please contact us.