

# Privacy Policy

01.01.2024

## 1. Introduction

Welcome to Kontent Cook. We are committed to protecting your privacy and ensuring that your personal data is handled safely and responsibly. This privacy policy outlines how we collect, use, disclose, and protect your personal information in relation to our digital marketing and consultancy services.

## 2. Data Collection

Types of Data Collected:

- Personal Identification Information: Name, email address, phone number, job title, company name.
- Technical Data: IP address, browser type, operating system, device information.
- Usage Data: Pages visited, time spent on our site, clickstream data.
- Marketing Data: Preferences and interests, feedback and survey responses.

Methods of Collection:

- Direct Interactions: Forms on our website, emails, phone calls, consultations.
- Automated Technologies: Cookies, web beacons, and other tracking technologies.
- Third-party Sources: Social media platforms, analytics providers.

## 3. Use of Data

Purposes for Data Use:

- Service Delivery: To provide and manage our digital marketing and consultancy services.
- Improvement and Personalization: To improve our services and personalize user experience.
- Communication: To send newsletters, updates, and promotional materials.
- Marketing and Research: To conduct market research and analyze trends.
- Legal Compliance: To comply with legal obligations and protect our rights.

## 4. Data Sharing and Disclosure

Third Parties:

- Service Providers: Hosting services, payment processors, CRM systems.

- Advertising Partners: Agencies and platforms for delivering targeted advertisements.
- Analytics Providers: Tools and services for analyzing website and service usage.

Purpose of Sharing:

- To facilitate our services and operations.
- To comply with legal requirements.
- To protect our rights and ensure user safety.

## **5. Data Retention**

Duration of Retention:

- Personal data is retained as long as necessary to fulfill the purposes outlined in this policy.

Criteria for Retention:

- Based on the nature of the data and the purpose for its collection, considering legal and operational requirements.

## **6. User Rights**

Access: You have the right to access your personal data.

Correction: You have the right to correct inaccurate or incomplete data.

Deletion: You have the right to request the deletion of your data.

Portability: You have the right to obtain a copy of your data in a structured, commonly used format.

Objection: You have the right to object to the processing of your data for certain purposes.

Restriction: You have the right to restrict the processing of your data under certain circumstances.

## **7. Data Security**

Measures:

- We implement robust technical and organizational measures to protect your data, including encryption, secure servers, and access controls.

Breach Notification:

- In the event of a data breach, we will notify affected users and relevant authorities promptly in accordance with legal requirements.

## **8. Cookies and Tracking Technologies**

Types of Cookies Used:

- Session cookies, persistent cookies, and third-party cookies.

Purposes for Cookies:

- To ensure the functionality of our website.
- To analyze site usage and improve user experience.
- To provide personalized content and targeted advertising.

Opt-out Options:

- You can manage or disable cookies through your browser settings.

## **9. International Data Transfers**

Jurisdictions:

- Your data may be transferred to and processed in countries outside of your own.

Safeguards:

- We implement appropriate safeguards, such as Standard Contractual Clauses, to ensure the protection of your data during international transfers.

## **10. Changes to the Privacy Policy**

Notification of Changes:

- We will notify you of significant changes to this policy via our website or through direct communication.

## **12. Children's Privacy**

Age Restrictions:

- Our services are not intended for children under the age of 13. We do not knowingly collect data from children without parental consent.

#### Parental Consent:

- If we become aware that we have collected data from a child under 13 without parental consent, we will take steps to delete the information promptly.

### **13. Regulatory Compliance**

#### Applicable Laws:

- We comply with relevant data protection laws, including the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

By using our services, you agree to the terms of this privacy policy. Thank you for trusting Kontent Cook with your personal information.