

# Privacy Policy

**Welcome to our Website <https://targetsmarketagency.com>.**

This Privacy Policy applies to information that may be collected by company **Target Market Agency LP**, located at: Inniscarra, Main Street, Rathcoole, Dublin, D24 E029, Republic of Ireland (the “Company”, “We”, “Our”, “Us”), from users of the website <https://targetsmarketagency.com> (“Website”) and the services available or offered thereon (the “Services”) or from such users with whom We communicate through email or other means. For convenience, the words "User," "You" and "Your" as used in this Privacy Policy refer to users of the Website and/or Services.

We recognize that Your privacy and the protection of Your Personal Information are important to You. So, We are providing You with this Privacy Policy to help You make an informed decision as to whether to use or continue using the Website.

For the purposes of this Privacy Policy, Personal Information is information that

- (a) You provide to Us, and
- (b) personally identifies You, either directly or indirectly.

Personal Information includes Your name, email and postal address, billing, banking and payment information, telephone number and other data that can be used to personally identify or contact You.

This Privacy Policy has been prepared based on multiple data protection regulations and it complies with the Regulation (EU) 2016/679 of the European Parliament and of The Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (onwards, “General Data Protection Regulation”, “GDPR”).

## DATA COLLECTION

We may collect from You only a limited amount of information necessary to use the Website and our Services. We may collect, process, use and share the data that We have in the ways described below:

- (a) as necessary to fulfill Our Terms of Services;
- (b) in accordance with Your explicit consent, which You may revoke at any time;
- (c) as necessary to comply with Our legal obligations;
- (d) to protect Your vital interests, or vital interests of other people;
- (e) as necessary in the public interest; and
- (f) as necessary for Our (or others') legitimate interests, including Our interests in providing an innovative, personalized, safe, and profitable service to Our users and partners, unless those interests are overridden by Your interests or fundamental rights and freedoms that require protection of Personal Information.

## WHAT DATA MAY WE COLLECT AND HOW?

In operating our Website, we may collect and process the following data from you and your organization in order to provide you with the use of our Website and Services:

- Contact information. Information that you may provide directly to us by filling contact forms on our Website that wish to obtain information about our Services, possibility of cooperation. Contact information is provided via browser or online forms, and includes first name, last name, e-mail address and phone number.
- Registration information. If you would like to apply for account registration, you will be asked to provide certain information such as your name/company legal name, address, phone number, business type, website address, date of incorporation, country of incorporation, and contact information.

- Details of your visits to our Website and the resources that you access, including, but not limited to, traffic data, location data, web logs and other communication data, including your IP address, the date and time you accessed or left the Website and which pages you viewed. Some parts of our Website may use cookies and other technologies to collect this information about your general internet usage. See section below “DO WE USE THE COOKIES” to learn more.
- Payment information you provide to us, such as your credit card or debit card number or bank account number.
- Information provided to us when you fill out forms on our Website, including, but not limited to inquiries, survey information and/or site registrations.
- Information provided to us when you communicate with us for any reason.

Other Information. In addition, we may collect or receive the following other information:

- From Your Activity. In an ongoing effort to improve the Website, we automatically collect certain information when you access and/or use the Website. This information consists of IP addresses, browser type and language, referring and exit pages and URLs, date and time, amount of time spent on particular pages, the pages visited on the Website, return visits to the Website and similar information concerning your use of the Website.
- From Cookies. Cookies are small packets of data that a Website stores on the hard drive of your computer or mobile device to “remember” information about your visit. We may use session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer/device until you delete them). If you do not want us to place a cookie on your hard drive, you may be able to turn that feature off on your computer or mobile device. Please consult your Internet browser’s documentation for information on how to do this and how to delete persistent cookies. However, if you decide not to accept cookies from us, certain features of the Website may not function properly.

- From Web Beacons. A “Web Beacon” is an object embedded in a web page, which allows website operators to check whether a user has viewed a particular web page, and which typically are invisible to the user. We may use Web Beacons on the Website to count users who have visited particular pages of the Website. While you may not decline Web Beacons, you may render them ineffective by declining all Web Beacons or modifying your browser settings to provide notifications each time a Web Beacon is tendered thereby allowing you to accept or decline Web Beacons on an individual basis.

- Third-Party Analytics. We may use one or more third-party analytics to evaluate your use of the Website, compile reports on activity (based on, for example, their collection of IP addresses, Internet service provider, browser type, operating system and language, referring and exit pages and URLs, data and time, amount of time spent on particular pages, what sections of the Website you visit, number of links clicked while on the Website, search terms, and other similar usage data), and analyze performance metrics. These third parties use cookies and other technologies to help analyze and provide us the data. By accessing and using the Website, you consent, to the extent permitted by applicable law, to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy.

- Aggregate Data. In an ongoing effort to better understand our users and the Website we may analyze your information in aggregate form, and merge your information with other data for purposes of our reporting, planning, development, operating, maintaining, managing, and improving the Website. The aggregate information collected through the Website does not identify you personally; similarly, user level information (i.e., IP Address or Device Identifier) can identify a user’s computer or mobile phone but not the user directly (such as by name). We may share this data with our affiliates, agents, and business partners.

## HOW WILL WE USE YOUR DATA?

The lawful basis for which We process Your information is Your explicit consent. If You fail to provide this information, We may be unable to perform the Services.

We only use Personal Information for the purposes and in the manner described in this Privacy Policy. Specifically, We may use Your Personal Information:

(a) to provide and maintain Our Website and Service, and to process and fulfill Your requests;

(b) to validate Our users and ensure their qualifications and eligibility to use Our Services;

(c) for doing business with You, including processing payments and communicating with You regarding Your business activities relating the Services provisions or acceptance;

(d) processing, formatting and displaying customized content on the Website for You;

(e) for marketing purposes, including sending You emails and text messages about products, events, promotions and offers from Company or Our partners or advertisers, and understanding the effectiveness of Our marketing;

(f) to develop new products, services, features and functionality and analyze how You interact with Our services;

(g) to measure performance and analyze key metrics relevant to Our business;

(h) for other research, analytical, and statistical purposes.

We regularly review this Privacy Policy and make sure that We process your information in ways that comply with it.

## **HOW DO WE USE YOUR DATA FOR MARKETING PURPOSES?**

We may send You information about products and services of Ours that We think You might like, as well as those of Our partner companies to display interest-based ads, to invite You to participate in our events or surveys, or otherwise communicate with You for marketing purposes, etc. If You agreed to receive marketing, You may always opt out at a later date.

We don't share information that personally identifies You (information such as Your name or email address that by itself can be used to contact You or identifies who You are) unless You give Us permission.

## **DO WE SHARE YOUR DATA WITH THIRD PARTIES?**

Your Privacy Information is an important part of Our business, and it's out of Our interest to sell Your data to others. We work with third-party partners who help Us render Our Services to You, so We share Your data with them only as described below and subject to contract terms that limit their use of Personal Information. We share Your Personal Information with trusted entities, as outlined below.

### **(a) Service Providers**

We may share Personal Information with service providers that provide services on Our behalf, such as identity verification services, Website hosting, data analysis, marketing service, information technology and related infrastructure, customer service, email delivery, and auditing services.

### **(b) Payment Providers**

We may share Personal Information with third party payment providers in connection with Our payment processing services to Our users. Examples of third parties to whom We may disclose Personal Information for this purpose are banks and payment method providers (such as credit card networks).

### **(c) Legal Disclosures**

We may also share Your information to comply with laws or to respond to lawful requests and legal processes, to protect the rights, property and personal safety of Company and Our employees, agents, customers, and others, to enforce or remedy a violation(s) of Company's Terms of Services and/or Advertising Policy and to investigate, prevent, or take action regarding illegal or suspected illegal activities. In such circumstances, Your Personal Information may also be disclosed to Our attorneys.

We don't share Your Personal Information with third parties without Your explicit consent. If We desire to use Your Personal Information for any purpose other than those described in this Privacy Policy, We will request Your consent prior to such use and offer You an effective way to opt out of the use of Personal Information for those other purposes. If You opt out or otherwise decline to submit Personal Information in response to such a request, We may not be able to provide to You some or all of the Company's Services or some or all of the features available on the Website.

The use of Personal Information by an authorized third party is subject to the third party's privacy policy.

### **DO WE TRANSFER YOUR DATA TO THIRD COUNTRIES?**

Your information, including Personal Information, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Information will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

### **HOW SECURE IS YOUR DATA?**

We maintain physical, electronic, and procedural safeguards in connection with the collection, storage, and disclosure of customer Personal Information using devices that offer security features to protect them against unauthorized access, disclosure, destruction or loss of data.

Only a limited number of people will have access to Personal Information for the purposes specified above. These employees, contractors and agents are necessarily authorized, bound by confidentiality obligations and are responsible for confidentiality breach.

We may ask to verify Your identity before We disclose Personal Information to You.

### **HOW LONG DO WE KEEP YOUR DATA FOR?**

Personal Information may be processed for the period during which You are a user of Our Website and/or Services, except as otherwise required by applicable law.

*We have standard retention periods established that depends on the category of information We hold. We also periodically check data records for ensuring that We keep to these retention periods in practice, and for reviewing retention at appropriate intervals.*

*Moreover, We delete information that We no longer need or if You opt out.*

If You have any questions about how long We keep your information, please contact Us.

### **DO WE USE THE COOKIES?**

We may use cookies in a number of different ways and for different purposes to:

- (a) ensure that Our Website and Services function properly;
- (b) detect and prevent the potentially harmful or illegal use of Our Website and Services;
- (c) protect Your data from unauthorized access;
- (d) understand how You interact with Our Website and Services; and



(e) analyze and improve Our Services and develop new ones.

You can opt out of cookies, but if You do so, some features of our Website or Services may not operate as intended.

### **THIRD PARTY LINKS**

We may provide links or automatically redirect you to third-party websites that do not operate under this Privacy Policy. For example, if you click on a link on our Website for another website, you may be taken to a website that we do not operate or control. You should review the privacy policies and terms of use of all third-party websites that you access. These third-party websites may independently solicit and collect information from you. On occasion, those third-party websites may provide us with information about your use of those websites. PLEASE NOTE THAT THIS PRIVACY POLICY DOES NOT COVER THE COLLECTION AND USE OF INFORMATION BY SUCH THIRD PARTIES.

The linked third-party websites have separate and independent privacy policies, notices and terms of use, which We recommend You read carefully. We do not have any control over such websites, and therefore We have no responsibility or liability for the manner in which the organizations that operate such linked websites may collect, use or disclose, secure and otherwise treat your personal information.

### **USERS ONLY A LEGAL AGE OF MAJORITY**

Our Website is designed and intended for those who have reached the age of majority (18 years of age).

By using our Website, you affirm that you are at least 18 years of age or older.

We are not liable for any damages that may result from a user's misrepresentation of age. No one under age 18 is authorized to submit or post any information, including personal information, on our Website. Under no circumstances may anyone under age 18 use our Website. Parents or legal guardians of children under 18 cannot agree to this Privacy Policy on their behalf.

## CHANGES TO OUR PRIVACY POLICY

From time to time, we may update this Privacy Policy, and we will post any changes on the Website as soon as they go into effect. By accessing and/or using the Website after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. We encourage you to review this Privacy Policy regularly to stay informed.

## WHAT ARE YOUR RIGHTS UNDER THE GDPR?

If You live in certain jurisdictions such as the European Economic Area (“EEA”), the United Kingdom (“UK”), you have certain rights and protections under the law regarding the collection, processing, and use of information about You.

The basic rights You have are:

- (a) **Right to be informed.** The right to request confirmation of whether We process Personal Information relating to You;
- (b) **Right of access.** If We process Your Personal Information, You have the right to request a copy of that Personal Information;
- (c) **Right to rectification.** The right to request that We rectify or update Your Personal Information that is inaccurate, incomplete or outdated;
- (d) **Right to erasure/to be forgotten.** The right to request that We erase Your Personal Information in certain circumstances provided by law;
- (e) **Right to restrict processing.** The right to request that We restrict the processing of Your Personal Information, under certain conditions;
- (f) **Right to object to processing.** The right to object to Us processing of Your Personal Information, under certain conditions;
- (g) **Right to data portability.** The right to request that We transfer the Personal Information that We collected from You to third parties, or directly to you, under certain conditions.

You can decline to provide Your Personal Information to Company by not engaging in the activities described above. If You decline to submit Personal Information, We may not be able to or may choose not to provide to You some or all of the Our Services. By providing Personal Information to Company, You explicitly consent to the collection, processing, use and disclosure of such Personal Information as specified in this Privacy Policy.

## **CONTACT US**

If you have any queries, comments, complaints or requests regarding this Privacy Policy please do not hesitate to contact us at: [info@targetsmarketagency.com](mailto:info@targetsmarketagency.com)