

EMERGENT Privacy Policy & GDPR Compliance

Effective Date: 14-11-2024

Welcome to EMERGENT! Protecting your privacy is a top priority for us. This policy explains how we collect, use, and safeguard your personal data when you visit our website, interact with our services, or communicate with us. We comply with the General Data Protection Regulation (GDPR) and other relevant data protection laws. Please read this carefully to understand our practices regarding your personal data.

1. Who We Are

EMERGENT ("we," "us," "our") provides Influencer Marketing Services. This policy applies to all data processed by EMERGENT in connection with its services.

2. What Data We Collect

- **Personal Data You Provide:** When you contact us, subscribe to our services, or otherwise interact with us, we may collect:
 - Name
 - Email address
 - Phone number
 - Job title
 - Company name
 - Any other information you choose to share
- **Automatically Collected Data:**
 - IP address
 - Browser type
 - Operating system
 - Referral URLs
 - Pages viewed and actions taken on our website (via cookies and analytics tools)

3. How We Use Your Data

We may use your data for the following purposes:

- To provide, operate, and maintain our services
- To respond to your inquiries and communicate with you
- To personalize user experience and improve our website
- To process transactions, where applicable
- To send newsletters, marketing materials, or promotional content (with your explicit consent)
- To comply with legal obligations

Legal Basis for Processing

Under the GDPR, we rely on the following bases for processing your personal data:

- **Consent:** Where you have provided explicit consent
- **Contractual Necessity:** When processing is necessary to perform a contract with you
- **Legitimate Interests:** When processing is in our legitimate interests and not overridden by your rights

4. Cookies and Tracking Technologies

Our website uses cookies to enhance user experience, track usage data, and store user preferences. You can adjust your browser settings to refuse cookies or alert you when cookies are being used.

For more information, please refer to our Cookie Policy.

5. Data Sharing and Transfers

We will not share your personal data with third parties, except:

- When required by law or regulatory authorities
- With service providers who assist in our business operations (e.g., hosting providers, analytics tools), subject to confidentiality agreements
- In connection with the sale or transfer of our business (subject to relevant confidentiality obligations)

International Transfers: If we transfer your data outside the European Economic Area (EEA), we will ensure appropriate safeguards, as required under GDPR, are in place.

6. Data Retention

We will only retain your personal data as long as necessary to fulfill the purposes we collected it for, including to satisfy any legal, accounting, or reporting requirements.

7. Your Rights Under GDPR

You have the following rights regarding your personal data:

- **Access:** Request a copy of your data
- **Rectification:** Request correction of inaccurate or incomplete data
- **Erasure** ("Right to be Forgotten"): Request deletion of your data (subject to certain conditions)
- **Restriction:** Request to limit processing of your data
- **Portability:** Request transfer of your data to another service provider
- **Objection:** Object to processing based on our legitimate interests or for direct marketing purposes

To exercise these rights, please contact us at [insert contact email].

8. Data Security

We employ industry-standard security measures to protect your data, including encryption, firewalls, and secure servers. However, please note that no data transmission over the Internet or data storage system is completely secure.

9. Children's Privacy

Our services are not intended for children under 16 years old. We do not knowingly collect personal data from children.

10. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their content or privacy practices. Please review their privacy policies before submitting any data.

11. Policy Updates

We may update this Privacy Policy from time to time. The latest version will always be available on our website, and significant changes will be communicated to you.

12. Contact Information

For questions or concerns about this Privacy Policy or data protection at EMERGENT, please contact us at:

Email: contact@useemergentagency.com

Address: Gubsøtoften, Silkeborg, Denmark

Thank you for trusting EMERGENT with your data. We are committed to protecting and respecting your privacy!