

# Social Pixel Marketing LTD

## Privacy Policy

**Last Updated: [25/01/2025]**

At Social Pixel Marketing Ltd ("we," "our," or "us"), we respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information in compliance with the General Data Protection Regulation (GDPR) and applicable UK data protection laws.

### 1. Who We Are

Social Pixel Marketing Ltd is a advertising agency registered in the UK. If you have any questions about this Privacy Policy or how we handle your data, you can contact us at:

- **Business Name:** Social Pixel Marketing Ltd
- **Email:** [Dom@socialpixelmarketing.cloud]
- **Address:** [22 Dandelion Green, Mosley common, worsley, Greater Manchester, M28 1PT]
- **Phone Number:** 07883 305 594

### 2. What Information We Collect

We may collect and process the following personal data:

- **Contact Information:** Your first name, last name, email address, and mobile number.
- **Device and Usage Data:** Information collected via Facebook Pixel, such as your IP address, device type, browser type, and activity on our website.

### 3. How We Use Your Information

We use your personal data for the following purposes:

- To communicate with you regarding our services.
- To provide you with marketing information about our products and services, subject to your preferences.
- To improve and personalize our advertising campaigns through the use of Facebook Pixel.
- To comply with legal obligations and resolve disputes if necessary.

### 4. Legal Basis for Processing

We process your personal data under the following legal bases:

- **Consent:** Where you have provided explicit consent, such as subscribing to our email list.
- **Legitimate Interests:** For purposes such as marketing and improving our website functionality, provided these do not override your rights.
- **Legal Obligations:** To comply with laws and regulations.

## 5. How We Share Your Information

We may share your data with the following third parties:

- **Service Providers:** For example, email marketing platforms to send newsletters and updates.
- **Facebook (Meta):** To enable targeted advertising through the Facebook Pixel.
- **Legal and Regulatory Authorities:** If required to comply with legal obligations.

**We do not sell or rent your personal data to any third party.**

## 6. Data Retention

We will retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or to comply with legal requirements.

## 7. Your Rights

Under the GDPR, you have the following rights:

- **Right to Access:** Request access to your personal data.
- **Right to Rectification:** Request corrections to inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your personal data, subject to certain conditions.
- **Right to Restriction:** Request to limit the processing of your data.
- **Right to Data Portability:** Receive your data in a structured, commonly used format.
- **Right to Object:** Object to the processing of your data for marketing purposes.
- **Right to Withdraw Consent:** Withdraw your consent at any time, where consent is the basis for processing.
- **Right to Complain:** Lodge a complaint with the UK Information Commissioner's Office (ICO) if you believe your rights have been violated.

To exercise any of these rights, please contact us using the details provided in Section 1.

## 8. Cookies and Tracking Technologies

Our website uses cookies and similar technologies, including Facebook Pixel, to enhance your browsing experience and improve our services. For more information, refer to our [Cookie Policy](#).

## 9. Data Security

We implement appropriate technical and organizational measures to protect your data against unauthorized access, alteration, disclosure, or destruction.

## **10. International Data Transfers**

If we transfer your personal data outside the UK or EEA, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs).

## **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the updated policy on our website and updating the "Last Updated" date.

## **12. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us:

- **Email:** [Dom@socialpixelmarketing.cloud]
- **Phone:** [07568 588 294]