

## **PRIVACY POLICY**

By accessing or using tactixadslp.com (the "Website") of TACTIX ADS LP, with the registered address 85 Great Portland Street, First Floor, London, W1W 7LT ("We," "Us," or "Our"), and being engaged in the providing of services in the scope of digital marketing and online advertising, you (collectively referred to as "Advertiser" and "Affiliate" – “you”, “your”) agree to undertake current Privacy Policy.

You may not be engaged in the providing of such services unless you agree to be bound by current Privacy Policy.

We ask you to read current Privacy Policy carefully before accessing or using the Website or services.

We require you to agree and undertake current Privacy Policy set forth below before accessing or providing services mentioned above.

You may not access or provide services mentioned above if you do not intend to undertake current Privacy Policy.

Current Privacy Policy is adopted by us with the awareness of your privacy and the protection of your personal information.

We may make amendments to current Privacy Policy, without prior notice to you and with no specified time. Such amendments shall be effective from the day of posting of the modified Privacy Policy on the Website.

Using or accessing the Website or being engaged in the providing of services mentioned above, after the posting of a modified Privacy Policy on the Website shall be considered your conclusive approval and acceptance of the modified Privacy Policy, including all additions, modifications, deletions and all other amendments.

Our commitments and role are restricted to providing intermediary support with the promotion and placement of Advertising materials provided by the Advertiser or modified and/or created and published by the Affiliate on the Media.

### **WE MAY SHARE YOUR PERSONAL INFORMATION FOR SUCH REASONS**

We may share your personal information with third parties in such cases:

1. When the information is provided under appropriate law(s) and/or to comply with applicable regulations and law(s) (e.g., to comply with a court order, search warrant or subpoena);
2. When the information is shared with our contractors, agents and service providers who need access to your information in order to fulfil their services because they work on our behalf;
3. When you provide your permission or request us to spread your personal information to a third party;
4. When the information is shared with educational institution or your employer in case when they have a lawful interest in your data (e.g., they have purchased a service or product on your behalf).

### **WE MAY SHARE YOUR PERSONAL INFORMATION TO SUCH THIRD PARTIES**

We may change the categories and identity of third parties who may receive your personal information. Such changes can be done over the course of your account's existence.

Furthermore, your personal information is expected to be disclosed to such categories of third-party service providers who fulfil functions on our behalf, depending on your use of our Website:

1. Identity management service providers for authentication purposes;
2. Compliance and legal and consultants, including internal and external counsel, tax consultants and external auditors;
3. Hosting companies in order to transfer and secure storage of your data;
4. Advertising partners, such as social media service providers in order to distribute tailored advertisements;
5. Technology service providers who assist in the creation and administration of our web-based resources;
6. Payment solution providers in order to secure processing of payments made to us on your behalf;
7. Marketing service providers who communicate with our customers on our behalf on our services;
8. Service and product performance providers, including fulfillment and postal vendors;
9. Research and survey service providers that carry out studies on our behalf.

It is our demand to our third-party service providers to use your personal information solely to the extent needed to perform the services asked by us.

Each service provider has to follow all of the provisions of current Privacy Policy.

### **TRANSFER OF PERSONAL INFORMATION ACROSS BORDERS**

You warrant and represent that You are and will continue comply with all appropriate rules, policies, laws, regulations, seals and guidelines, including those of the platforms and channels through which web traffic is generated at all times. Your warranty and representation are without restrictive the generality of any representation, commitment or warranty under current Privacy Policy.

Our third parties (for example affiliated businesses) may transfer information which We collect on you and your end users across borders from your country or jurisdiction to other countries or jurisdictions worldwide. This information may include personal information on you and your end users.

By reading current Privacy Policy, you are aware of and consent to the transmission of your personal information to other countries, as well as the use and dissemination of information about you, including personal information, as defined under Privacy Policy.

If you are situated in the EU or other areas with governing data collection laws, we ask you to be informed that you are transmitting information and authorizing the transfer of information, including personal information, to a country and jurisdiction that may not have data protection laws equivalent to those in your jurisdiction.

### **INFORMATION WE MAY COLLECT**

Under the current legislation, we may collect from the Website only the necessary for fulfillment our services and other lawfully mandated activities information.

By using our Website, we may collect your personal information to provide top-quality services to you.

The information we may collect includes:

- Bank account details for commission payments
- Name
- Phone number
- Mailing address
- Geolocation data
- Device identifiers
- Account activity
- Email
- The types of devices you use to access our Website
- IP address
- The dates and times of your visits to our Website
- Browser type
- Device characteristics
- Language preferences
- Login information

In case you refuse to provide the necessary information, we warn you to be aware that this may influence your possibility to use depended on that information services.

### **COOKIE POLICY**

We ask you to be aware that some of the Website's features may not function correctly. In such case you may not be able to use our services if cookies are invalid.

We use cookies to namelessly and uniquely identify users, customize and develop our content and other offerings.

Website cookies are not mean to damage your personal files.

At any time, you can reset your browser to indicate when a cookie is being sent or reject all the cookies.

### **CHILD PRIVACY**

We do not gather any personal information from individuals under the age of 18.

We will take instant steps to delete information from our records in case If we become aware that we have accidentally received personally identifiable information from an individual under the age of 18.

## **WE KEEP YOUR PERSONAL INFORMATION FOR SUCH PERIOD**

We only keep your personal information for as long as needed.

Your personal information will be carried for as long as you proceed to use the Website and for the lawfully demanded periods, unless the information has lost its viability or the legitimate goal for which it was originally gathered no longer applies for clear and particular reasons.

## **YOUR OBLIGATIONS**

You are liable for ensuring that correct consent has been obtained and that the third party is informed of the provisions contained under Privacy Policy in case If the information provided in the relevant forms were submitted by a third party.

You singly held responsibility for the accuracy, correctness and completeness of the information you provide, as well as for any material losses that may arise from falsehoods or inaccuracies including emerging damage and loss of profit.

## **YOUR RIGHTS UNDER THE GDPR (FOR EU AND UK CITIZENS)**

You shall have such rights under GDPR:

- Right of Correction: You and we have the right to ask for the correction of your information in case If you or we suppose is outmoded.

- Right of Access: You have the right to query our confirmation regarding our processing of your personal information. You may also have access to that information.

You may also have the right ask us to delete imprecise or incomplete information. In case you notify us your personal information is outdated or incomplete, we will also notify relevant third parties with whom we shared such information in order they update their own records.

- Right of Limitation: You have the right to query us to limit our processing of your information in case If you do not accept the precision of personal information, the legality of its processing or If your personal information is no longer necessary for processing under the regulations of current Website.

- Right to be Forgotten: In the event it is no longer needed for us to extend processing or holding your personal information, you have the right to query that your data be deleted and withdraw your consent.

- Right of Portability: You have the right to receive your personal information from us and reuse such information for your own purposes (for another service) without affecting usability of the information. Above mentioned right does not employ in the event the processing is demanded to complete a task in the public interest or to perform official authority assigned to us.

If you have a claim on how we deal with your personal information, you can email us at [info@tactixadslp.com](mailto:info@tactixadslp.com) or, in case you live in the EU, you can contact your local data protection authority.

## **SECURITY**

Account holders submit personally identifiable information to the Website. All of submitted information is protected both online and offline by our security steps.

During our registration process We may gather sensitive information (such as bank account details and credit card information)

We utilize SSL encryption to secure sensitive information which is sent online and we also protect all other user information both online and offline.

We use the third-party agent servers to keep personally identifiable information are supported in a secure physical environment to ensure the safety of your information.

Personally identifiable information kept on the third-party agent's servers is protected against the loss, misuse, and modification. Such protection is provided by security steps implemented by the third-party agent.

Each time we transmit such sensitive information, it is protected and encrypted using SSL encryption software.

We ask you to be aware that, despite our steps to protect your data, no data transmission over the Internet can be guaranteed to be 100% secure.

Accordingly, we are not able to guarantee that your personal information will be fully safe.

All of data communications to or via our Website is done fully at your own risk.

At the same time access to your personally identifiable information is not accessible to the common public and is attentively limited.

You accept and agree that you are providing your personally identifiable information to us with your informed permission.

You accept and agree that you are providing your personally identifiable information to us at your own risk.

We ask you to be aware that notice of any data violations may be delayed in order to reply to the requiries of law enforcement, estimate the extent of network damage, and implement corrective steps, among other things.

We make all the efforts to keep our account holders' information secure and safe.

### **LIABILITY OF WEBSITE USERS FOR USE AND CONTENT**

We do not suppose any direct or indirect liability for any excurrent damage or loss of profit arising from the wrong use of the content or services by the Website users or third parties.

It is exceptionally the liability of the individual accessing or using current Website as well as any use made of the information contained on current Website.

Accordingly, the proper use of the content, information, images and/or products reviewed and accessible through current Website shall be governed by appropriate international or national law, as well as principles of good faith and lawful use by the Website users, who are liable for its correct use and access.

### **QUESTIONS AND REQUESTS**

To contact us with any questions or requests about the Privacy Policy, please send an email to our designated address: [info@tactixadslp.com](mailto:info@tactixadslp.com)