

# Privacy Policy

Effective Date: 15 April, 2025

Agency: Incinq Digital

This Privacy Policy explains how Incinq Digital collects, uses, shares, and protects personal data when you visit our website, interact with our digital assets, submit inquiries, or engage our digital marketing services including Meta and Google advertising, SEO, and landing page solutions.

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## 1. Who We Are

Incinq Digital is a digital advertising agency offering global services such as Meta & Google ad campaign management, SEO, and landing page development. For our website and lead forms, we act as the Data Controller. For client campaigns, we act as a Data Processor/Service Provider, processing personal data solely under client instructions.

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## 2. Personal Data We Collect

### 2.1 Information You Provide

- Name
- Email address
- Phone number
- Company name
- Message details or inquiries you submit
- Form submissions through landing pages

### 2.2 Information Collected Automatically

We automatically collect technical and behavioral data via cookies, analytics tools, and platform pixels:

- IP address, device identifiers, and browser type
- Pages viewed, time on site, scrolls, clicks, form interactions
- Referral source and campaign parameters (UTM)
- Advertising interaction data (e.g., page views, conversions)

### 2.3 Advertising & Attribution Data

Through Meta Pixel, Meta Conversions API, Google Ads tags, and Google Analytics, we collect data for:

- Ad impressions and clicks
- Landing page actions and conversions
- Retargeting and audience creation
- Attribution modelling

### 2.4 Client Campaign Data (Processor Role)

- Customer lists provided by clients (hashed when used on ad platforms)

- Lead data generated through client campaigns
  - Audience segments, lookalikes, retargeting pools
  - SEO analytics and landing page behavior
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### **3. How We Use Personal Data**

- To deliver and optimize advertising campaigns
- To build and improve landing pages
- To analyze traffic and improve website performance
- To respond to inquiries and communicate with prospects
- To measure advertising performance and conversions
- To maintain security and prevent fraud
- To comply with legal obligations

We do NOT sell personal data.

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### **4. Legal Basis for Processing (GDPR/UK GDPR)**

- Consent — analytics, cookies, retargeting, marketing
  - Legitimate interest — service improvement, security, analytics
  - Contractual necessity — providing paid services to clients
  - Legal obligations — compliance with laws/regulators
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### **5. How We Share Personal Data**

We share data only with trusted partners that help deliver our services, such as:

- Meta (Facebook/Instagram)
- Google (Ads, Analytics, Tag Manager, YouTube)
- Hosting providers
- CRM/email delivery vendors
- Analytics platforms
- Third-party subcontractors supporting service delivery

All partners are bound by confidentiality and data protection agreements.

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### **6. International Transfers**

Personal data may be transferred across borders for service delivery. We use safeguards such as:

- Standard Contractual Clauses (SCCs)
  - UK International Data Transfer Addendum
  - Adequacy decisions where applicable
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### **7. Data Retention**

- Website inquiries: 24 months
  - Client campaign data: Engagement duration + 60 days
  - Analytics/cookie data: 12–26 months
  - Legal records: as required by law
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## 8. Your Rights

Depending on your jurisdiction, you may have rights to:

- Access your data
- Correct or update data
- Request deletion
- Withdraw consent
- Port your data
- Object to processing or profiling

To exercise rights, email: [vipul@incinqdigital.com](mailto:vipul@incinqdigital.com)

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## 9. Security

We use industry-standard measures including:

- Encryption in transit
  - Role-based access control
  - Multi-factor authentication (MFA)
  - Server-side monitoring and logging
  - Vulnerability management
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## 10. Children's Data

We do not knowingly collect data from children under 16 (GDPR/UK GDPR) or under 13 (COPPA – U.S.).

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## 11. Updates to This Policy

We may update this Privacy Policy periodically. A revised Effective Date will signal changes.

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## 12. Contact

Email: [vipul@incinqdigital.com](mailto:vipul@incinqdigital.com)