

PRIVACY POLICY AI BRAND MONITORING

Please review the privacy policy of AI Brand Monitoring (www.aibrandmonitoring.com), which outlines the rules for data collection, processing, and protection for users of our website.

I. Introduction`

This Privacy Policy describes how AI Brand Monitoring ("Company," "we," "us," or "our") collects, uses, processes, and shares personal data of users who purchase and interact with our digital products and services available on www.aibrandmonitoring.com ("Website"). As a company specializing in virtual products - reporting and monitoring brands in AI tools , we take all necessary steps to protect your personal data in accordance with applicable laws, including the GDPR.

II. Collection of Personal Data

We may collect various types of personal data, including:

- **Identification Data:** first name, last name, email address, phone number, username.
- **Transactional Data:** purchase history, payment details, invoices, billing information.
- **Technical Data:** IP address, browser type, language settings, cookies.
- **Marketing and Behavioral Data:** user interactions with our website, preferences, engagement with advertisements, and activity tracking using tools like Google Analytics and Facebook Pixel.
- **Communication Data:** email correspondence, support inquiries, feedback.

III. Use of Personal Data

Your personal data may be used to:

- Process and manage orders, payments, and digital product deliveries.
- Provide customer support and respond to inquiries.
- Improve our digital products and services based on user behavior and feedback.
- Conduct marketing activities, including personalized advertising, email campaigns, and remarketing.
- Use analytical tools (e.g., Google Analytics) to optimize the Website's performance and enhance user experience.
- Ensure compliance with legal and regulatory requirements.

In accordance with GDPR:

- **Legal Basis for Processing:** We process your personal data based on consent, contractual necessity, legal obligations, or legitimate business interests, such as fraud prevention and website optimization.
- **Data Subject Rights:** You have the right to withdraw consent, access, rectify, or delete your data, and object to certain processing activities.

IV. Sharing of Personal Data

Your personal data may be shared with:

- **Payment Processors:** external services handling transactions and fraud prevention.
- **Marketing and Advertising Partners:** platforms such as Google, Facebook, and other advertising networks to enhance personalized marketing.
- **Technology Providers:** hosting, analytics, and email service providers that support our operations.
- **Legal Authorities:** when required by law or in response to lawful requests.

V. External Tools and Cookies

We use tools such as Google Analytics, Facebook Pixel, and other tracking technologies to improve advertising efficiency and user experience. These tools collect data about your activity on our Website via cookies, which you can manage through your browser settings.

In accordance with GDPR:

- **Data Transfers Outside the EEA:** If your data is transferred outside the European Economic Area (EEA), we ensure appropriate safeguards, such as standard contractual clauses or other legal mechanisms.
- **Automated Decision-Making:** We may use AI-driven tools for marketing personalization but do not engage in fully automated decision-making that has significant legal effects on users.

VI. User Rights

You have the right to:

- Access, rectify, or delete your personal data.
- Restrict or object to certain types of data processing.
- Receive your data in a structured format for portability.
- Opt out of personalized advertising and marketing communications.

To exercise your rights, contact us at: support@aibrandmonitoring.com.

VII. Data Security

We implement strict security measures to protect personal data from unauthorized access, loss, destruction, or disclosure. Our security practices are regularly reviewed to ensure compliance with the latest standards.

VIII. Data Retention

Your data will be retained for as long as necessary to fulfill the purposes for which it was collected, including compliance with legal, financial, and business requirements.

IX. Changes to the Privacy Policy

We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page, and significant updates will be communicated via email or website notifications.

If you do not accept the changes, you may discontinue using our Website.

X. Contact

For questions about this Privacy Policy or your data rights, please contact us at: support@aibrandmonitoring.com.

Data Protection Officer (DPO): To ensure GDPR compliance, we have appointed a DPO who can be reached at [DPO's contact email] for any data protection concerns.