

Privacy Policy

§1. GENERAL PROVISIONS

1. This Privacy Policy applies to persons using the Website located at the URL <https://www.profitroom.com> and is effective from 1.03.2022.
2. The administrator of the users' data is Profitroom Ltd. Address: 6th Floor, 2 London Wall Place, London, EC2Y 5AU, (company# 13470993) is a company registered with Companies House, United Kingdom. The incorporation date is June 22, 2021 (hereinafter referred to as "We").

§2. PERSONAL DATA

In connection with the implementation of the requirements of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation - hereinafter the "GDPR"), we inform you that:

1. We process data for the following purposes:
 - a) performance of a contract or taking action at the request of the data subject prior to entering into a contract (legal basis: Article 6(1)(b) of the GDPR),
 - b) handling of requests (Article 6(1)(f) of the GDPR),
 - c) handling complaints and claims (Article 6(1)(b) of the GDPR),
 - d) record keeping and fulfilment of legal obligations incumbent on the Administrator (Article 6(1)(c) of the GDPR),
 - e) to send the newsletter (Article 6(1)(a) of the GDPR),
 - f) monitoring and improving the quality of the services provided – asking you to complete a survey or answer some questions about the quality of the services provided (Article 6(1)(f) of the GDPR),
 - g) the display of personalised commercial information on social networks (Article 6(1)(a) of the GDPR)
2. The provision of data is voluntary, although necessary to make use of the services. As far as consent is concerned, it is given voluntarily by clicking on the check box containing the conditions of the consent given.
3. If a person has consented to the processing of data (legal basis: Article 6(1)(a) of the GDPR) then the data are processed until the consent is withdrawn, but after this period information on who and when and what consent was given is entitled to be archived (for the purposes of establishing, asserting or defending legal claims). In other cases, the data are processed for a period justified by the purpose (e.g. performance of a contract, answering questions, tax regulations, etc.) The period of processing depends on the possibility of establishing, asserting or defending claims or when data retention is required due to tax regulations.
4. Consent may be withdrawn at any time. Please click on the link or send an e-mail to contact@profitroom.com.
5. Every data subject has the right to access, rectify, erase or restrict the processing of personal data, the right to object, the right to data transfer, the right to lodge a complaint with the supervisory authority.

6. Transaction data, including personal data, is transmitted directly by the user to the payment service provider.
7. Visitors to the Website may fill in the form (e.g. to download an e-book) and subscribe to the newsletter and provide an e-mail address and/or telephone number as a basis for automatic contact.
8. Visitors to the Website may consent to Us running advertising campaigns on social networks targeted based on their email address.

§3. DATA RECIPIENTS

1. We use the services of programming and ICT system maintenance companies, with which we have appropriate agreements. These agreements cover data processing rules and confidentiality. This data is not shared and none of these companies have the right to process the data in any other way than specified in the contract. Your data, insofar as the company has access to it, may only be processed for the purpose of proper service provision.
2. We use third-party services to deliver targeted advertising on social media and the Internet, using services i.e.: conversion pixel and Facebook ads (Meta Platforms, Inc.), Google Ads, Google Ads Remarketing and Google Analytics with anonymous IP address (Google Inc.), LinkedIn conversion tracking, LinkedIn retargeting and LinkedIn ads (LinkedIn Corporation).
3. The newsletter service is provided by the Zoho Corporation. Data is processed within the EU, is transmitted as confidential and is not owned by the Zoho Corporation. Data from the European Economic Area (EEA) is transmitted on the basis of a data processing agreement. Detailed information on how the Zoho Corporation processes data: terms of use of [Zoho Marketing Automation](#).

§4. COOKIES

1. Cookies are transferred to web browsers and are then stored in the memory of your devices and read by the server each time you connect to the Website.
2. Cookies do not contain any information that would enable third parties to know your personal data or to contact you, for example, by e-mail or telephone. We also point out that the storage of cookies does not allow the Service Provider or third parties to access your private device.
3. We use so-called technical cookies, which enable the correct use of the message transmission as well as remembering your settings and creating simple statistics for the Service.
4. We use cookies and data collection technologies to help us analyse traffic on the Website. This allows us to optimise its performance, improve the solutions that are most popular, and display dedicated messages and offers. You can agree, disagree, withdraw your consent or manage your settings by clicking on the cookie settings banner.
5. We use the following cookies:

Name	Description	Vendor	Type	Privacy Policy
Clarity	Monitors how visitors interact with a website, records scrolls and clicks in order to create heatmaps and sessions replays.	Curious Fu Limited	Analytical cookies	https://clarity.app/privacy/
Hubspot marketing automation (base codes + events)	A tool to replace Zoho Marketing Automation-email marketing and SalesIQ.	HubSpot	Marketing cookies	https://legal.hubspot.com/privacy-policy
Google Optimize	Presenting website visitors various versions of a website in order to determine what kind of content performs better.	Google	Analytical cookies	https://policies.google.com/technologies/cookies?hl=en-US
Google Search Console	Measures organic traffic to the website, keywords, search terms. Provides insights on how website is doing in organic search.	Google	Analytical cookies	https://policies.google.com/technologies/cookies?hl=en-US
Google Ads conversion Linker	Additional tag to link Google Ads conversions with clicks on website.	Google	Marketing cookies	https://policies.google.com/technologies/cookies?hl=en-US
Google Ads conversion tracking (below listed)	Conversion tracking tag, or code snippet on a website to record desired actions completed by Visitors who come from Google Ads. To determine which keywords, campaigns drive desired action.	Google	Marketing cookies	https://policies.google.com/technologies/cookies?hl=en-US
Google Ads remarketing (below listed)	The remarketing, re-engagement, or similar audiences feature in Google Ads allows to reach people who previously visited a website or used your app, and match the right people with the	Google	Marketing cookies	https://policies.google.com/technologies/cookies?hl=en-US

	right message.			
LinkedIn tracking tag	Measures activities, behaviour, conversion on website in order to target ads to more precisely chosen business audience on LinkedIn	LinkedIn	Marketing cookies	https://pl.linkedin.com/legal/cookie-policy?
Facebook tracking tag	Measures activities, behaviour, conversion on website in order to target ads to more precisely chosen audience on Facebook and Instagram.	Facebook	Marketing cookies	https://www.facebook.com/business/m/privacy-and-data
Bing Ads	Similar to Google Ads service	Microsoft	Marketing cookies	
Twitter tracking code	Measures activities, behaviour, conversion on website in order to target ads to more precisely chosen audience on Twitter.	Twitter	Marketing cookies	https://twitter.com/en/privacy
Lighthouse	Lighthouse is an open-source tool from Google that audits a website.	Google	Analytical cookies	https://www.lighthouseglobal.com/privacy-policy#lpp
Floodlight	Conversion tracking system for Google Marketing Platform. Utilizes tags that track activity on website, along with reporting features for adding conversion data to reports.	Google	Analytical cookies	https://floodlightsof.com/resources/privacy-policy/

Zoho SalesIQ	Identifies visitors on website or accessing a product, keep them engaging with the automation tools and helps communicate with them via bot, audio call, email, pop up.	Zoho	Marketing cookies	https://www.zoho.com/privacy.html
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If you have any questions, please contact: contact@profitroom.com.