

## Pimp Your Social's Privacy Policy

Pimp Your Social collects some of its Users' Personal Data.

Controller of the Data

PimpYourSocial – info@pimpyoursocial.com

### Types of Data we collect

PimpYourSocial collects, either independently or by third parties, Personal Data such as: Cookies, Usage statistics, E-mail address, first and last name, phone number, street address and password.

Other types of data not mentioned above may be specified in other sections of this Privacy Policy or in other statements shown when said types are collected.

Personal Data may either be obtained directly by the user or automatically while using PIMP YOUR SOCIAL .

The use of Cookies – or of any other means of tracking – by PIMP YOUR SOCIAL or by any other third party's services used by PIMP YOUR SOCIAL , is needed to identify the User and record their preferences, and is used exclusively to deliver the service the User requested.

Some services may not be available if the User chooses not to provide any of their Personal Data.

The User assumes all liability for any third party's Personal Data they provide or share through PIMP YOUR SOCIAL , and ensures they have the right to communicate or spread them, freeing the Controller from any responsibility towards third parties.

### Data processing modality and place

#### Processing mode

The Controller processes its Users' Personal Data ensuring appropriate security measures, avoiding not authorized access, disclosure, modification or destruction of Personal Data.

The Data is processed using computer and network-based software. At times, other people, in charge of organizing the website, may be given access to the Data. These people include, but may not be limited to administrative, commercial, marketing staff; law people; system administrators; service providers, postal couriers, IT companies, communication agencies. If necessary, these people will be given by the Controller the ability to process the Data. An updated list of these people may be requested to the Controller at any time.

#### Place

The Data is processed at the headquarters of the Controller, and at any other place the people involved are located.

For other information, please contact the Controller.

#### Duration

The data is kept as long as it is needed to provide the services requested by the User, or requested for the purposes described in this document, and the User can, at any time, request the Controller to cease

the Processing or to delete the Data.

#### Purpose of Data Collection and Processing

Users' Data is collected so that the Controller can deliver its services, such as: Registration and authentication, Remarketing and Behavioral Targeting, Access to accounts on third parties' services, Statistics, Contacting the Users, Advertisements, Address management and delivery of e-mails, Website hosting and back-end infrastructure, Social functionality, Payment processing, Management of support tickets, Embedding contents from external platforms, Content and functionality performance tests (A/B testing), Interaction with social

networks and external platforms, platform and hosting services.  
Data types used for a specific purposed are specified in other sections of this document.

#### 1) Contact the User Mailing List or Newsletter (PIMPYOURSOCIAL.COM)

When the Users registers on the mailing list or newsletter, the email address is automatically inserted in a contact list. Users in this contact list may be sent emails containing information, eventually commercial and promotional, related to PIMP YOUR SOCIAL . The User's email address may also be added to some list as a result of the registration to PIMPYOURSOCIAL.COM, or after a purchase.

Personal Data collected: email address.

#### 2) Payment processing

Payment management services allow PIMP YOUR SOCIAL to process credit card payments, bank transfers or payments made through other means. The Data is collected directly by the payment management service without being processed by PIMP YOUR SOCIAL .

Some of these services may also allow the User to receive scheduled messages, such as emails containing invoices or payment notifications.

#### PayPal (PayPal)

PayPal is a payment service offered by PayPal, Inc. It allows the User to pay on-line using their PayPal credentials.

Personal Data collected: various, as specified in PayPal's privacy policy.

#### [Privacy Policy](#)

#### XPay (CartaSi S.p.A.)

XPay is a payment service offered by CartaSi S.p.A.

Personal Data Collected: various, as specified in Banca Sella's privacy pollice. Place of processing: Italy – [Privacy Policy](#)

#### 3) Support tickets and contact request management

Services of this type allow PIMP YOUR SOCIAL to manage support and contact requests received through

emails or other means, such as the contact form.

Collected Personal Data depends on the information the User provides in the messages, and on the means of communication (such as email).

#### 4) Email address management and email delivery

This kind of services allows PIMP YOUR SOCIAL to manage a database containing email addresses, phone numbers or any other kind of contact information, which is used to communicate with the

User.

These services may also collect message viewing date and time, or other data related to the User's interaction with them, such as link click info on links inside of the message.

SendInBlue (Sendinblue SAS)

SendInBlue is an email address management and message delivery service.

Personal data collected: email address, first and last name, country, EU tax ID, street address, phone number, IP address(es) and domain name, access data, browsing data (if given access), order history, complaints.

Place of data processing: France – [Privacy Policy](#)

#### 5) Web hosting and back-end infrastructure

This type of services' purpose is to host data and files required for PIMP YOUR SOCIAL 's functioning. They allow its distribution and provide a ready-to-use infrastructure that provides PIMP YOUR SOCIAL 's services.

These services are hosted on servers located in different countries, making it difficult to determine where exactly Personal Data is kept.

1&1 (Web Services 1&1)

1&1 Web Services is a hosting provider offered by 1and1.com Internet, Inc. Personal Data collected: various, as described in the service's privacy policy. [Privacy Policy](#)

Information collected by PIMP YOUR SOCIAL is subject to User's settings on each social network and platform.

If a social network interaction service is installed, it is possible that, even if the User doesn't actually use the service, some traffic data may be collected on pages in which it is installed.

PayPal widget and button (PayPal)

PayPal widgets and buttons are services provided by PayPal Inc. that allow to interact with their platform. Personal data collected: cookies and usage data.

Place of collection: refer to PayPal's - [Privacy Policy](#)

#### 6) Advertisements

This kind of services use the User's Data for commercial communication purposes in different forms of advertisements, such as banners, even relatively to the User's interests.

However, this doesn't mean that all collected Personal Data will be used for this purpose. Data and usage terms are described later in this document.

Some of the following services may use Cookies to identify the User, or for Behavioral Retargeting, which consists in viewing advertisements based on interests and behavior of the User. This information may be

collected outside of PIMP YOUR SOCIAL 's website.

For more information, please refer to the privacy policies of each service. Direct Email Marketing (DEM) (PIMPYOURSOCIAL.COM)

PIMP YOUR SOCIAL uses User's Data to send commercial suggestions concerning products and services provided by third parties, or not otherwise related to PIMP YOUR SOCIAL 's services and products.

Personal Data collected: email address.

#### SendInBlue (Sendinblue SAS)

SendInBlue is an email address management and message delivery service.

Personal data collected: email address, first and last name, country, EU tax ID, street address, phone number, IP address(es) and domain name, access data, browsing data (if given access), bank account details (if given access), order history, complaints.

Place of data processing: France – [Privacy Policy](#)

#### 7) Direct registration (PIMPYOURSOCIAL.COM)

The user registers on the registration form, providing their Personal Data to PIMPYOURSOCIAL.COM.

Personal data collected: first and last name, email address, street address, phone number, password.

#### Log In with PayPal (PayPal)

Log In with PayPal is a registration and authentication service provided by PayPal Inc. and connected to PayPal's network.

Personal data collected: various, as described in the service's privacy policy. Place of data collection: refer to PayPal's privacy policy – [Privacy Policy](#)

#### 8) Remarketing and Behavioral Targeting

This kind of services allows PIMP YOUR SOCIAL and their partners to communicate, to optimize and serve advertisements based on past usage by the User of PIMPYOURSOCIAL.COM.

This is achieved by tracking usage data using Cookies; this information is transferred to the partner which provide remarketing and behavioral targeting services.

Facebook Remarketing (Facebook, Inc.)

Facebook Remarketing is a Remarketing and Behavioral Targeting service that connects PIMP YOUR SOCIAL 's activity with Facebook's advertising network. It is provided by Facebook, Inc.

Personal Data collected: cookies and usage data.

Place of data collection: USA – [Privacy Policy](#) – [Opt Out](#)

Remarketing with Google Analytics for advertisements (Google, Inc.)

Google Analytics for advertisements is a Remarketing and Behavioral Targeting service that connects Google Analytics' tracking activity with Adwords and DoubleClick. It is provided by Google, Inc.

Personal Data collected: cookies and usage data.

Place of data collection: USA – [Privacy Policy](#) – [Opt Out](#)

AdWords Remarketing (Google Inc.)

AdWords Remarketing is a Remarketing and Behavioral Targeting service that connects PIMP YOUR SOCIAL 's activity with AdWords and DoubleClick advertising networks. It is provided by Google, Inc.

Personal Data collected: cookies and usage data.

Place of data collection: USA – [Privacy Policy](#) – [Opt Out](#) Facebook Custom Audience (Facebook, Inc.)

Facebook Custom Audience is a Remarketing and Behavioral Targeting service that connects PIMP YOUR SOCIAL 's activity with Facebook's advertising network. It is provided by Facebook, Inc.

Personal Data collected: cookies and usage data.

Place of data collection: USA – [Privacy Policy](#) – [Opt Out](#)

Twitter Remarketing (Twitter, Inc.)

Twitter Remarketing is a Remarketing and Behavioral Targeting service that connects PIMP YOUR SOCIAL 's activity with Twitter's advertising network. It is provided by Twitter, Inc.

Personal Data collected: cookies and usage data.

Place of data collection: USA – [Privacy Policy](#) – [Opt Out](#)

Twitter Tailored Audiences (Twitter, Inc.)

Twitter Tailored Audiences is a Remarketing and Behavioral Targeting service that connects PIMP YOUR SOCIAL 's activity with Twitter's advertising network. It is provided by Twitter, Inc.

Personal Data collected: cookies and usage data.

Place of data collection: USA – [Privacy Policy](#) – [Opt Out](#)

## Other information on Personal Data

### Sale of goods and on-line services

Collected Personal Data is used to deliver services to the User or to sell products, including payment and delivery.

To perfection payments, Personal Data may be collected such as credit card number, bank account number and other related information. Personal Data collected by PIMP YOUR SOCIAL depends on the payment system used.

### Cookie Policy

PIMP YOUR SOCIAL uses Cookies.

### Other information on data processing

#### Defense in court

User Personal Data may be used by the Controller in court or to report and defend from abuses in PIMP YOUR SOCIAL 's or its connected services' usage.

The user is aware that government authorities may request Personal Data to the Controller.

### Specific information

In addition to the information in this privacy policy, if the User requests it, PIMP YOUR SOCIAL may provide the User with additional information about specific services, or about Personal Data collection and processing.

### System logs and maintenance

PIMP YOUR SOCIAL and other third services it uses may collect system logs. System logs are files that record, among other things, User interactions, and may contain Personal Data such as IP addresses. The logs are needed for system maintenance and administration.

### Information not in this policy

Further information about how Personal Data is collected and processed can be requested at any time to the Controller using contact information.

### Exercise of rights by Users

People to which Personal Data refer to have the right, at any time, to know from the Controller whether said data exists, its origin and content, its deletion or update, its transformation into an anonymous form, or to stop collection of Personal Data processed in a way that is against the law. They can also appeal, for legitimate reasons, to its collection. Such requests must be sent to the Controller.

PIMP YOUR SOCIAL does not support "Do Not Track" headers.

To find out if third party services used by PIMP YOUR SOCIAL support them, please refer to their privacy policy.

## Changes to this policy

The Controller reserves the right to modify this document at any time, publishing changes on this page. For this

reason, it is advised to check it often. Please check the modification date on the bottom of this page.

If the User does not agree with modifications of this policy, they should stop using PIMP YOUR SOCIAL and may request the Controller to delete their own Personal Data. Unless otherwise stated, this privacy policy will continue to apply to Data collected upon that moment.

## Information on this privacy policy

The Controller of the Data is responsible for this privacy policy.

## Definitions and legal references

### Personal Data (or Data)

Any information referred to a physical person, either identified or identifiable, even indirectly by means of any other information, including a personal ID, is considered personal data.

### Usage Data

Information collected automatically by PIMP YOUR SOCIAL or by third party applications PIMP YOUR SOCIAL uses, such as: IP address of the devices used to connect with PIMP YOUR SOCIAL , URI (Uniform Resource Identifier) addresses, request times, request methods, response file size, HTTP response code, country, browser and operating system characteristics, time of stay on a page, path followed inside of the Application, especially the sequence of page visited, parameters referred to the operating system of the User.

### User

The person who uses PIMP YOUR SOCIAL , who must be the same as the Person Concerned or be authorized, whose Personal Data are subject to collection.

### Person Concerned

The physical or legal person to whom Personal Data refers to.

### Responsible of the Data (or Responsible)

The physical or legal person, the public administration or any other body put by the Controller in charge of Data collection or processing, according to what is stated in this privacy policy.

### Controller of the Data (or Controller)

The physical or legal person, the public administration who are in charge, even together with other controllers, of the decisions about the finality, the way the data will be processed and the tools used to process it, including the security profile, in relation to how PIMP YOUR SOCIAL works and how PIMP YOUR SOCIAL uses the data. The Controller, unless otherwise stated, is PIMP YOUR SOCIAL 's owner.

PIMP YOUR SOCIAL

The hardware or software using which Personal Data is collected.

Cookie

Small piece of data kept in the User's device.

Legal references

To European users: this policy has been written according to obligations under Art. 10 of Directive n. 95/46/CE and n. 2009/136/CE, regarding Cookies.

This policy regards PIMP YOUR SOCIAL only.