

Privacy Policy

Last Updated: November 22, 2025

Effective Date: November 22, 2025

1. Introduction

Octopus Media ("we," "us," "our," or "Company") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, and protect information about you when you visit our website and interact with our services.

This policy applies to all personal data we process through our website, marketing activities, client relationships, and vendor management. We comply with applicable data protection laws and regulations.

2. What Information We Collect

We collect personal data in the following categories:

Contact & Business Information

- Full name
- Work email address
- Work phone number
- Job title and company name
- Industry and country

Engagement Data

- Information provided through website forms
- Inquiry details and support requests
- Meeting notes and conversations
- Project requirements and preferences

Technical Data

- IP address
- Device type and browser information
- Pages visited on our website
- Session duration and behavior
- Cookie and tracking data (see our Cookies Notice)

Additional Data

- Payment information (for vendors and partners)
- Bank details for processing transactions
- Any other information you voluntarily provide

3. How We Use Your Information

We use the personal data we collect for the following purposes:

Service Delivery

- Responding to your inquiries and requests
- Providing consulting and marketing services
- Creating proposals and project scope documents
- Delivering contracted services and projects

Website Operations & Security

- Monitoring and preventing fraud and abuse
- Troubleshooting technical issues
- Maintaining website functionality and security
- Performing analytics to improve user experience

Marketing & Communications

- Sending relevant industry insights and updates
- Sharing event invitations and announcements
- Providing content marketing communications
- **Legal Basis:** Your consent (which you can withdraw at any time)

Compliance & Record Keeping

- Meeting legal, tax, and financial obligations
- Maintaining proper business records
- Audit and compliance purposes
- **Legal Basis:** Legal requirements and legitimate business interests

4. Legal Basis for Processing

We process your personal data based on:

- **Contract Performance:** To fulfill our obligations under any agreement with you
- **Consent:** For marketing communications (which you can opt out of anytime)
- **Legal Obligation:** To comply with applicable laws and regulations
- **Legitimate Interest:** To maintain our website security, improve services, and conduct our business operations

5. How We Share Your Information

We do **not** sell or rent your personal data to third parties. We only share information in these limited circumstances:

Service Providers

We share data with trusted vendors and service providers who assist with:

- Website hosting and maintenance
- Customer relationship management (CRM)
- Analytics and reporting
- Payment processing
- Email delivery and marketing platforms

All service providers are bound by confidentiality agreements and data protection obligations.

Project Delivery Partners

We may share necessary information with subcontractors or implementation partners engaged to deliver specific projects, under strict confidentiality and data protection agreements.

Legal Requirements

We may disclose your information when required by law, court order, or governmental authority.

6. Data Security

We implement commercially reasonable technical and organizational security measures to protect your personal data, including:

- Secure access controls and authentication
- Encryption of data in transit
- Regular security assessments and updates
- Vendor security due diligence
- Limited employee access to personal data

Important: While we take security seriously, no system is 100% secure. We cannot guarantee absolute security of your information. In the event of any data breach, we will follow all required notification procedures under applicable law.

7. Data Retention

We retain your personal data only as long as necessary to:

- Fulfill the purposes for which it was collected
- Meet our contractual obligations
- Comply with legal and regulatory requirements
- Maintain business and tax records

Once these purposes are fulfilled, your data is securely deleted or anonymized. Data retention periods vary depending on the purpose and applicable legal requirements.

8. Your Privacy Rights

Subject to applicable data protection laws, you have the right to:

- **Access:** Request a copy of your personal data we hold
- **Correction:** Request correction of inaccurate or incomplete data
- **Deletion:** Request deletion of your data (subject to legal obligations)
- **Restrict Processing:** Request restriction of data processing
- **Withdraw Consent:** Opt out of marketing communications at any time
- **Data Portability:** Request your data in a structured format

How to Exercise Your Rights

To exercise any of these rights, please contact us at:

Email: [Your Contact Email]

Phone: [Your Contact Phone]

Address: [Your Business Address]

We will respond to all requests within 30 days or as required by law.

9. Cookies & Tracking Technologies

Our website uses cookies and similar technologies to enhance your experience. For detailed information about how we use cookies and your choices regarding them, please see our **Cookies & Tracking Notice** (available on our website).

10. Third-Party Links

Our website may contain links to third-party websites, applications, and services that are not operated by us. This Privacy Policy does not apply to third-party services, and we are not responsible for their privacy practices. We encourage you to review their privacy policies before providing any personal information.

11. Children's Privacy

Our services are designed for business professionals and are not intentionally directed toward children under 13. We do not knowingly collect personal data from children. If we become aware that a child's data has been collected, we will take appropriate steps to delete such information.

12. International Data Transfers

If we transfer your personal data outside your country, we ensure compliance with applicable data protection laws through appropriate safeguards, including standard contractual clauses and adequacy decisions.

13. Policy Updates

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by updating the "Last Updated" date and, where appropriate, sending you an email notification.

Your continued use of our website and services following any changes constitutes your acceptance of the updated Privacy Policy.

14. Contact Us

For questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact:

Octopus Media

- ✉ Email:** [Your Contact Email]
- 📞 Phone:** [Your Contact Phone]
- 📍 Address:** [Your Business Address]
- 🌐 Website:** [Your Website URL]

Thank you for trusting Octopus Media with your information.

We are committed to protecting your privacy and ensuring transparency in how we handle your data.