



## Privacy Policy for LinkedIn Ads

### Introduction

Thank you for your interest in our services. Your privacy is important to us, and we are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and share information obtained through our LinkedIn Ads, including subsequent email correspondence.

### Information We Collect

When you interact with our LinkedIn Ads, we may collect the following types of personal information:

- **Contact Information:** Name, email address, phone number, and job title.
- **Professional Information:** Company name, industry, and business needs.
- **Interaction Data:** Any other information you voluntarily provide in response to our ads.

### How We Use Your Information

We use the information collected through our LinkedIn Ads to:

- Provide you with information about our products and services.
- Respond to your enquiries and requests.
- Send you email correspondence, including newsletters, promotional materials, and updates.
- Improve our marketing efforts and tailor our communications to your preferences.
- Conduct research and analysis to better understand our audience and improve our offerings.

## Legal Basis for Processing

We process your personal information based on the following legal grounds:

- **Consent:** By providing your information through our LinkedIn Ads, you consent to Etag using your information for the purposes stated in this Privacy Policy.
- **Legitimate Interests:** We may process your information for our legitimate business interests, such as improving our services and marketing efforts, provided this processing does not outweigh your privacy rights.

## How We Share Your Information

We do not sell your personal information to third parties. However, we may share your information with:

- **Legal Requirements:** If required by law, regulation, or legal process, we may disclose your information to relevant authorities.

## Your Choices and Rights

You have the following rights regarding your personal information:

- **Access:** Request a copy of the information we hold about you.
- **Correction:** Request correction of any inaccurate or incomplete information.
- **Deletion:** Request deletion of your personal information, subject to legal or contractual obligations.
- **Objection:** Object to the processing of your information for certain purposes, such as direct marketing.
- **Unsubscribe:** Opt-out of receiving email correspondence by following the unsubscribe instructions included in our emails.

## Data Security

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, disclosure, alteration, and destruction.

## **Data Retention**

We retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, or as required by law.

## **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## **Contact Us**

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

### **Etag Ireland**

Telephone: 01 835 7424

Email: [sales@etagfixings.com](mailto:sales@etagfixings.com)

### **Etag UK**

Telephone: 020 869 15794

Email: [uksales@etagfixings.com](mailto:uksales@etagfixings.com)

By interacting with our LinkedIn Ads, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, and sharing of your information as described.