

Our Privacy Policy & Promise

At Marketiu, we are committed to maintaining our website visitors' trust and confidence. In particular, we want you to know that Marketiu is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We never did this sort of thing, and as we massively respect our visitors and clients we are looking at following as closely as possible the new GDPR Regulations for all our International communications, to ensure the highest level of privacy is granted. But just in case you don't believe us, in this Privacy Policy, we've provided detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

Types of data we collect:

Google analytics

We use Google Analytics to understand better what our visitors are most interested in, and how we can best optimise our website and communications to serve them best. We collect through Google Analytics information such as Browsing Location, Age Group, Device used for surfing and time spent on different web pages. However, information is being anonymised by Google. We might use this information to track the progress we have made within a certain time period in regards to our website traffic, how different articles or pages performed as well as occasionally optimise our advertising. The latter helps us be more specific with the types of messages we give out, promotions and engage better with the people who can benefit best from our services. We store all this information safely and never share it with other companies.

Email Marketing & Email Lists

As part of the registration process for our promotional e-newsletters, we collect personal information. We use that information for a couple of reasons: to tell you about things you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses. The information we gather, apart from your Email address, can be: Name, Date of Birth, Location / City of residence, Email opening history, and possibly how you interacted with the Email (such as links you have clicked). We use a third party service provider to send out our Automatic and Ad-hoc Emails, and you can unsubscribe at any time if you change your mind and choose to opt out of our promotional Newsletter campaigns program.

Organisations we collaborate with:

We may share anonymized personal information with other organisations, but this happens rarely and only where relevant. Cases where this can occur can include client meetings and pitches, advertising or agency partners as well as any ad-hoc

cases where sharing this information can help us prove a point we need to make professionally or can contribute to statistics in regards to the company performance.

We may sometimes use website data when implementing Facebook, Instagram, LinkedIn, Youtube or Google Advertising campaigns, however this will be pulled from the third party tracking system (e.g. Google Analytics, Facebook Pixel)

Access to your personal information:

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our address hello@marketiu.com and we'll be happy to assist with this immediately - or, if it's only a matter of stopping receiving newsletters, unsubscribe directly using the link in the Email footer.

Changes to this Privacy Policy:

This Privacy Policy has been revised on 14th May 2018, in preparation for the new GDPR Regulations, and we are looking at maintaining it updated as required by our business activities going forward.