

Privacy Information Statement

PR Factory holds personal data that you choose to provide to the Agency, when you apply for an Agency promotion.

Data Collection

Agency collects personal data that you or Your Parent or Guardian in case You are a minor, (hereinafter together referred to as “You”) choose to provide to Agency through ways like, but not limited to, application forms, online forms or other forms completed by You, in order to be able to identify You.

You do not have to give any personal information to Agency, but the level of service Agency can provide to You will be affected by how much information You provide. A record about You is only created when an application for an Agency promotion or rewards campaign is made by You or on Your behalf.

Purpose for Processing

The primary purpose for which Agency will process Your personal data, is to process Your application for an Agency promotion or rewards campaign, which may include:

- identifying You when You contact us;
- Recording basic information that You choose to provide as part of the application to the Agency promotion or rewards campaign in order to process Your application;
- processing Your requests to participate in marketing promotions;
- understanding the use made of Agency’s website or Agency promotions or rewards application systems.

The legal basis for the information which we collect and process Your data is necessary for the performance of a contract. In some cases, we need to process data to ensure that we are complying with legal obligations.

If You choose to give information beyond that which Agency requires You to provide, the legal basis for our processing of that additional data is Your consent. You may withdraw Your consent to this additional purpose at any time by writing to Agency at the details contained in the last paragraph below.

If, in the future, Agency wishes to process Your data for some other purpose it will first provide You with information about that other purpose.

Moreover, Agency uses tools offered by advertising partners (e.g. Google, LinkedIn) which may recognize Your devices. The information may include Your device ID, Your IP address and information about Your browser or operating system or other identifier in encrypted form. The information may be processed by the providers in hashed or de-identified form. The legal basis for this is Your specific consent. You may withdraw Your consent to this additional purpose at any time by writing to Agency at the details contained in the last paragraph below.

Data Retention

Agency will hold Your personal data for the period of the promotion. After that time some information may be held but only in an anonymised form or as part of archived records.

Personal data may be held for longer periods where extended retention periods are required by law or regulation and in order to establish, exercise or defend Agency’s legal rights.

Data Transfers

Personal data collected may be accessed from and/or transferred to a country different from the one in which it was collected. In such cases, if the data protection laws of the countries involved are not as comprehensive, all transfers/access shall be subject to the applicable personal data protection laws and regulations in Your country.

Data Security

Agency has security measures in place to protect Your information and prevent Your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

Your Rights

You have the right to access and rectify Your personal data, restrict or object to the processing of Your data, and, under certain conditions, ask for Your data to be deleted. You can exercise Your rights by contacting Agency's Data Protection Officer at (habaieb.taieb@gmail.com) or at PR Factory - Ennour Building, 6th Floor, Cité des Sciences, PO Box 200, 1082 Tunis Mahrajène, Tunisia.