Frontline Marketing

# **Privacy Policy**

Following privacy policies have been made regarding the information provided by you to us. It includes all the processing, storage and sharing of information with affiliated bodies, with all your consent.

There is no need to enter any personal data while visiting our website until we specifically ask for.

## What is Frontline Marketing?

Frontline Marketing is an advertising agency which has expertise of more than 25 years as the biggest marketer of properties in Pakistan. We, Frontline Marketing, have excelled in completing numerous renowned projects including big names like Euro Builders and Developers, Saima Builders, WASI BROTEHRS & DEVELOPERS and many more.

Moreover, we encompass advertising all kind of commercial as well as residential properties all across Pakistan with full trust and client’s satisfaction.

## Why we need your data?

Your data (personal information like name, age, address, contact# etc.) is helpful for you and for us no doubt. For better response, efficient customer service and robust marketing, your data plays a key role. Your data is valuable and therefore it is secured as far as it is in our supervision. Your data brings in value for your better experience while browsing our website.

## Why to use your data?

Your data will be used to analyze and record your visit and activity at our website. It’ll also help in marketing and promotional campaigns. We’ll use your data to make changes according to rising trends and behaviors from the customer side. Other than this, your data will assist in more efficient research and development decision making.

## Who can use your data?

Your data, whether it’s personal or public, becomes our integral part once you provide us with your full consent. After this, we make it highly prioritized to take permission from you if some other party shows its interest in your data. Once you submit your data online at our website, it shall not be shared with any other organization until and unless you permit us to do so.

## Where your data is being stored?

Your data is stored at our local as well as centralized database which is controlled by DBAs (Database Administrators). No other body is given authority to access through our database. The DBAs are fully responsible and handle your information with complete accuracy and accountability.

## How long your data will be stored?

As long as active responses are coming from your side, your data is with us. Once we feel that the customer has ceased to show interest at our service, we’ll not discard your data permanently. Instead, we’ll keep on trying to have you back by pinging you less frequently but for a long period of time [need to mention specific time].

In case you want to say goodbye, you must have to ‘unsubscribe’ online to stop getting news and promotions from Frontline Marketing.

## Who will have access to your data?

Your public data may be collected by other online platforms affiliated with Frontline Marketing but they are obliged to use your public data in accordance with this privacy policy.

## Cookie Policy

We use cookie technology to track your activity on our website, get information about your system, identify your identity and save your log-in information for your next visit at our website. Cookie also interacts with your system to acquire more knowledge about your behavior on our website, your interested areas at our website and to observe browsing trends. You have full right to reject giving information when the pop-up occurs at the time of browsing.

## How you will be informed about the changes in Privacy Policy?

You will be informed via e-mail and our other online platforms [more channels or not??] about the modifications in the privacy policy. If you have any issues or queries, you can contact us at *info@frontline.com.pk*

## [Optional] Under what circumstances your data will be disclosed & how?

If and only if a state of insolvency occurs, the concerned body looking at this matter may transfer your data to a third party, assuring with full consent to use the data under the mentioned privacy policies.

# Terms and Conditions

For the users visiting our website, must abide by the following terms and conditions in order to completely use all the relevant services and provisions whatsoever.

All respected users who are visiting our website, are agreeing to the terms and conditions provided by Frontline Marketing.

**Taking Effect from**: <date>

1. **Key words**

**User** – Any one capable of visiting Frontline Marketing’s online services via its website is a User regardless of being an ordinary visitor or an agent.

Removing all doubts, Frontline Marketing provides services, not products (products in the form of goods.).

**We** – The whole Frontline Marketing and all the connected bodies to it.

**Information –** Data provided to Frontline Marketing via website directly or indirectly. The data categorized as public or private/personal comes in Information.

**Property Rights –** All rights including patents, copyrights, trademarks, license, permit and all attached rights originating from Frontline Marketing in the world.

**Content –** Any type of content published on Frontline Marketing website and all other online platforms. It also refers to the content shared with the Users publically or individually. Also, content provided by the Users to Frontline Marketing comes under this category too.

**Unacceptable –** Content provided to Frontline Marketing under the enforced law will be considered unacceptable if the content is:

1. Harmful, damaging, illegal, slanderous, false, obscene and unlawful.
2. Breaching the standard rules & regulations and any code of ethical and professional conduct.
3. Targeting any political, individual or religion based entity.
4. **Terms for User**

**2.1 –** While registering at Frontline Marketing website**,** Users are responsible for providing true and most updated Information.

**2.2** – We hold every right to deny any Content provided by the User without informing them.

**2.3 –** Every Information is recorded at Frontline Marketing, but will not be shared to any other organization (3rd party).

**2.4 –** Users allow Frontline Marketing to send them marketing Content for the purpose of promotion and new offers.

**2.5 –** We reserve every right to cease/deactivate and delete the User’s account. While doing this, we’ll send notification to the concerned User. Also, we are not obliged to give certain reason for taking this decision.

**2.6 –** Forgery, corruption, false transaction and activities like mentioned are taken on a serious note. And we are not accountable if this scenario ever occurs with User. In any case if doubt exists, User can contact Frontline Marketing so that matter can be resolved by concerned authority.

**2.7** – We will be in contact with Users frequently for reviewing, marketing and performance evaluating purpose.

1. **Restrictions**

**3.1** –Users will have no right to provide any Content that holds the capacity to damage Frontline Marketing’s reputation, online services and other online platforms.

**3.2** – Users will not harmfully access Frontline Marketing’s services online via website.

**3.3** –Users will not access Frontline Marketing’s online services with fake identity.

**3.4** – Users will have no right to copy any material from Frontline Marketing’s website and steal Content for illegal use.

**3.5** – Users will not use any service that goes against the enforced rules and regulations.

**3.6** – Users will not do any activity that comes under the umbrella of cyber-crime.

**3.7** – Users agree to never intervene in the matter of other User.

**3.8** – Users take every responsibility of consensus while providing Content that is owned by some other entity, otherwise no tolerance will be shown to the concerned User.

**3.9** – Users will not acquire any kind of services from Frontline Marketing or its affiliated bodies other than the mentioned services on the agreement.

1. **Our right to change Information**

**4.1** – We hold the authority by all means to edit, modify and delete Users’ Information from Frontline Marketing’s online service. Users also authorize Frontline Marketing in providing every right to modify their Information.

**4.2** – We have every right of discretion to put an end to User’s agreement and take back all the provisions provided in the tenure of Frontline Marketing’s online service user without giving any reason whatsoever.

1. **Accountability**

**5.1** – Frontline Marketing is not accountable for any loss in property, revenue or profit directly or indirectly while being the member of Frontline Marketing’s online service and this agreement.

**5.2** – We will try our best to take every precautionary measures against viruses and cyber attackers. In case any loss from viruses and intruders happens, Frontline Marketing will not be accountable for that accident.

**5.3** – Considering clause **5.2**, Users are recommended to take suitable security steps while browsing Frontline Marketing’s online service.

**5.4** – Delay in service due to nature’s interference will not hold Frontline Marketing responsible.

**5.5** – Any failure resulting from visiting any third party website may occur under which Frontline Marketing will not be held responsible.

**5.6** – There is nothing mentioned directly or indirectly in the Terms and Conditions clauses about if ever any death or injury happens by ignoring Frontline Marketing or its agents.

**5.7** – Putting side all the claims, Frontline Marketing is responsible to payback [mention amount in terms of percentage or product of amount] in case of direct loss due to Frontline Marketing.

1. **Warranty and Security**

**6.1** – We do not hold any warrant about how accurate the data has been provided by the User.

**6.2** – Warranties whether expressed explicitly or implicitly are hereby excluded from this agreement.

**6.3** – Users will reimburse [mention amount] to Frontline Marketing in case of proceedings against the Terms and Conditions mentioned in this agreement.

1. **General Agreement**

**7.1** – We have the right to make modifications in Terms and Conditions any time. Users are advised to check the “**Taking effect from**” date before visiting Frontline Marketing’s online service. Users will be notified about the changes in the Terms and Conditions.

**7.2** – If any clause in this agreement becomes void due to any reason, it’ll be removed completely from the Terms and Conditions.

**7.3** – The terms mentioned are never made considering individual entity. All the terms and conditions are totally of full support for the Users and abiding by them is of high responsibility and priority.

**7.4** – If any changes occur from the User side in case of altering e-mail addresses, we’ll reply in 24 hours after receiving the e-mail by the User and the action may take 48 hours to 72 hours.

**7.5** – This agreement is according to the conformance of laws of Pakistan and the User sets itself according the Court of Karachi, Pakistan. Also, Frontline Marketing can take action against the User if relevant scenario occurs about the jurisdictions from the law.