

# Privacy Policy for Flockk Digital Marketing

Last Updated: July 2025

## 1. Introduction

Welcome to **Flockk Digital Marketing** ("we", "us", "our"). We are a digital marketing agency specialising in Google Ads and Google Analytics services. We are committed to protecting the privacy and security of the personal data of our website visitors, contacts, and clients.

This Privacy Policy explains how we collect, use, process, and disclose your information when you visit our website **flockkk.com** (the "Site"), contact us, or use our services. This policy is written in accordance with the EU General Data Protection Regulation (GDPR).

Our office is at 2 Dublin Landings, North Wall, Dublin. For any privacy-related questions, you can contact us at **info@flockkk.com**

## 2. What Personal Data We Collect

We collect different types of personal data in the following ways:

### a) Data You Provide to Us Directly:

- **Contact Information:** When you fill out a contact form, subscribe to our newsletter, or otherwise communicate with us, you may provide your name, email address, phone number, company name, and the content of your message.
- **Client Information:** When you engage our services, we will collect business contact details and information necessary to fulfil our contractual obligations.

### b) Data We Collect Automatically (Website Usage Data):

- When you visit our Site, we automatically collect certain information about your device and Browse activity. This is done primarily through cookies and similar technologies. This data may include:
  - **Technical Information:** Your IP address, browser type and version, time zone setting, operating system, and device type.
  - **Usage Information:** The pages you visited on our Site, the time and date of your visit, the time spent on those pages, and other statistics.
- We use **Google Analytics** to gather this data to understand how visitors engage with our Site.

### c) Data Related to Our Services (Client Data):

- As part of our Google Ads and Analytics services for our clients, we may have access to or process data on their behalf. This data is governed by the separate

service agreement between us and our client. We act as a "Data Processor" for this data, and our client is the "Data Controller".

### 3. How We Use Your Personal Data

We use the personal data we collect for the following purposes, based on a specific legal basis:

Purpose of Processing	Type of Data Used	Legal Basis for Processing (under GDPR)
<b>To Respond to Your Enquiries</b>	Contact Information	Legitimate Interest (to run our business)
<b>To Provide and Manage Our Services for Clients</b>	Contact & Client Information	Performance of a Contract
<b>To Improve Our Website</b>	Website Usage Data	Legitimate Interest (to improve our Site and services)
<b>For Marketing and Communications</b> (e.g., newsletters)	Contact Information	Consent (You can withdraw consent at any time)
<b>To Comply with Legal Obligations</b>	All relevant data categories	Legal Obligation
<b>For Security and Fraud Prevention</b>	Technical & Usage Data	Legitimate Interest (to protect our Site and business)

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### 4. Cookies and Tracking Technologies

Our Site uses cookies to distinguish you from other users. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer.

We use the following types of cookies:

- **Strictly Necessary Cookies:** Required for the operation of our website.
- **Analytical/Performance Cookies:** These allow us to recognise and count the number of visitors and see how they move around our website. We use **Google Analytics** for this purpose. The information generated is aggregated and anonymised.
- **Functionality Cookies:** Used to recognise you when you return to our website.
- **Targeting Cookies:** These cookies may be set through our site by our advertising partners, such as Google. They may be used to build a profile of your interests and show you relevant adverts on other sites (remarketing).

You can block cookies by activating the setting on your browser that allows you to refuse all or some cookies. However, if you block all cookies (including essential cookies), you may not be able to access all or parts of our site.

**We recommend you create a separate, more detailed Cookie Policy page and link to it from here.**

## **5. Who We Share Your Data With**

We do not sell your personal data. We may share your data with trusted third parties who act as our service providers, including:

- **Google:** We use Google Analytics for website analysis and Google Ads for our own advertising and for providing services to our clients. When we use these services, data may be shared with Google. We recommend you review [Google's Privacy Policy](#).
- **Website Hosting and IT Service Providers:** To run and maintain our digital infrastructure.
- **CRM and Email Marketing Platforms:** To manage our client and prospect communications.
- **Professional Advisors:** Including lawyers, accountants, and insurers where necessary.
- **Law Enforcement or Government Bodies:** If required to do so by law.

## **6. International Data Transfers**

Your data may be transferred to and stored at a destination outside the European Economic Area (EEA), for example, to servers of our service providers in the United States (like Google). When we transfer your data outside the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- The country has been deemed to provide an adequate level of protection for personal data by the European Commission.
- We use specific contracts approved by the European Commission which give personal data the same protection it has in Europe (known as Standard Contractual Clauses or SCCs).
- The provider is part of a framework like the EU-U.S. Data Privacy Framework.

## **7. Data Security**

We have put in place appropriate technical and organisational security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way. We limit access to your personal data to those employees and third parties who have a business need to know.

## **8. Data Retention**

We will only retain your personal data for as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## 9. Your Data Protection Rights

Under GDPR, you have several rights regarding your personal data:

- **The right to be informed:** To know how we are using your data.
- **The right of access:** To request a copy of the data we hold about you.
- **The right to rectification:** To have inaccurate data corrected.
- **The right to erasure:** To have your data deleted (the "right to be forgotten").
- **The right to restrict processing:** To limit how we use your data.
- **The right to data portability:** To receive your data in a portable format.
- **The right to object:** To object to us processing your data, particularly for marketing.
- **Rights in relation to automated decision making and profiling.**

To exercise any of these rights, please contact us at [info@flockkk.com](mailto:info@flockkk.com)

You also have the right to lodge a complaint with a supervisory authority. In Ireland, the supervisory authority is the Data Protection Commission (DPC). You can find their contact details on their website: [www.dataprotection.ie](http://www.dataprotection.ie).

## 10. Children's Privacy

Our Site and services are not intended for use by children under the age of 16, and we do not knowingly collect personal data from children.

## 11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be indicated by a "Last Updated" date and will be effective as soon as it is accessible. We encourage you to review this policy frequently to be informed of how we are protecting your information.

## 12. Contact Us

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

**Flockk Digital Marketing** Email: [info@flockkk.com](mailto:info@flockkk.com) Address: 2 Dublin Landings, North Wall, Dublin