

# Privacy Policy — AdChampagne

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This privacy policy:

Provides an overview of how AdChampagne collects and processes your personal data, and informs you about your rights under the EU General Data Protection Regulation (“GDPR”) and any applicable national laws.

Contains important information about the collection and use of personal data, the legal grounds for processing, disclosure to third parties, and the use of cookies on our Website.

### Definitions

- “Personal data” means data that identifies or may identify you (e.g., name, email, IP address).
- “Processing” means any operation on personal data, including collection, storage, use, and deletion.
- “Website” or “Platform” refers to [www.adchampagne.com](http://www.adchampagne.com).

### Who We Are

AdChampagne is operated by Massive Richard Ltd, a company registered in the United Kingdom:  
Suite 3, 567 Fulham Road, London, SW6 1ES, UK  
Email: [sales@adchampagne.com](mailto:sales@adchampagne.com) / [tender@adchampagne.com](mailto:tender@adchampagne.com)  
Phone: +44 7458 148984

This policy applies to all services provided under the AdChampagne brand.

### Our Data Protection Principles

We commit to GDPR principles:

- Lawful, fair, and transparent processing
- Data minimization and accuracy
- Purpose limitation
- Secure handling and storage
- Accountability and user rights protection

#### 1. Data Controller

We act as a data controller when determining the purposes and means of processing your personal data. Cookies and data collection will be presented to you via consent when you first visit our website.

#### 2. How We Collect Personal Data

We collect data:

- Directly from you when submitting forms, contacting us, or entering agreements
- From cookies and analytics on our website
- From third-party providers and advertising platforms (e.g., app installs, campaign partners)

#### 3. What We Collect & Why

Type: IP address, browser, location

Purpose: Analytics, performance optimization

Legal Basis: Legitimate interest

Type: Contact information  
Purpose: Communication, contracting  
Legal Basis: Contractual obligation

Type: Payment information  
Purpose: Transactions, billing records  
Legal Basis: Legal obligation & contract

Type: Feedback or inquiry data  
Purpose: Quality assurance, customer service  
Legal Basis: Consent / Legitimate interest

#### 4. Data Sharing

We may share your data with:

- Internal teams and subsidiaries
- Advertising & traffic partners
- Payment processors (e.g., Paymaster24 LTD)
- Professional consultants and legal advisers
- Regulatory authorities when required by law

#### 5. Your Rights

You can:

- Access or correct your data
- Request erasure (“right to be forgotten”)
- Object to or restrict processing
- Request data portability
- Withdraw consent
- Lodge a complaint with your local data protection authority

#### 6. International Transfers

Your data may be processed outside the EEA. We apply appropriate safeguards (e.g., Standard Contractual Clauses) to ensure security and compliance.

#### 7. Data Retention

We retain your data as long as needed to fulfill contractual, regulatory, or legal obligations. Afterward, it is securely deleted or anonymized.

#### 8. End User Data Collection

As a mobile marketing agency, we may process end-user data for ad serving, performance tracking, and fraud detection. This includes device data, usage behavior, and referral sources — only when authorized by our partners and in line with GDPR.

#### 9. Security

We use encryption, authentication, firewalls, and access controls to protect your data. While no system is 100% secure, we take all reasonable steps to minimize risk.

## 10. Cookies

We use cookies to:

- Analyze traffic
- Improve user experience
- Fulfill platform functionality

For details, see our Cookies Policy (<https://adchampagne.com/cookies>) if available.

## 11. Changes to This Policy

We may update this policy periodically. Changes will be published here, and you will be notified if they materially impact your rights.