

AD GUARDIANS

Privacy Policy

Last updated: August 1, 2026

This Privacy Policy explains how Ad Guardians ("AG", "we", "us", or "our") collects, uses, and safeguards information when you interact with our website, dashboard, or any of our ad account infrastructure and management services (together, the "Services").

AG helps businesses obtain and maintain stable advertising accounts and manage campaigns across major advertising platforms, including Meta, TikTok, and Google. We aim to handle client and prospect data responsibly and in line with applicable data protection law, including the GDPR where it applies to our clients.

1. Information We Collect

1.1 Account & Contact Details

When you reach out to us, request onboarding, or become a client, we may collect your name, business email address, phone number, company name, registration and tax details, your role at the company, and billing/invoicing information.

1.2 Advertising & Campaign Data

To provision and manage ad accounts, we may process business manager IDs and permission structures, campaign and ad-set performance data, budgets and spend levels, and any creatives, landing pages, or offer details you share with us for review or compliance purposes.

1.3 Technical & Usage Data

When you use our dashboard or website, we may automatically collect your IP address and approximate location, device and browser information, pages viewed, and session data through cookies or similar technologies.

1.4 Payment & Compliance Data

For billing, wallet top-ups, and regulatory checks, we may collect payment-related data via our payment partners (currently Incard for EUR transactions and Slash or Flex for USD transactions), along with KYC/KYB documentation such as incorporation records and identity verification needed to open or maintain financial accounts on your behalf.

We only collect data that is relevant to delivering and securing the Services.

2. How We Use Your Information

- **Service delivery:** provisioning, managing, and supporting your ad accounts and dashboard access.
- **Client communication:** responding to enquiries, onboarding, and providing customer support.
- **Billing & wallet management:** issuing invoices, processing subscription/service fees, and reconciling wallet balances.
- **Risk & compliance:** verifying your business, detecting fraud or platform policy risk, and meeting KYC/KYB obligations tied to our payment partners.
- **Service improvement:** monitoring usage and troubleshooting to improve the dashboard and support quality.
- **Marketing (optional):** sharing relevant updates where permitted by law and your preferences.

We do not sell your personal data.

3. Legal Bases for Processing

Where applicable law requires a legal basis for processing, we rely on: performance of our contract with you; our legitimate interests in operating, securing, and improving the Services; compliance with legal and financial obligations (including KYC/KYB requirements imposed by our payment partners); and, where required, your consent, which you may withdraw at any time.

4. Sharing Your Information

We share data only with parties who need it to help us deliver the Services:

- **Payment and financial infrastructure partners** — currently Incard (EUR transactions) and Slash or Flex (USD transactions) — to process payments, wallet top-ups, and payouts.
- **Verification and compliance providers**, to carry out identity or business checks required by our financial partners or by law.
- **Advertising platforms** (Meta, TikTok, Google, and others), to the extent necessary to provision and manage ad accounts on your behalf.
- **Hosting, IT, and support tooling providers** that keep our dashboard and systems running securely.
- **Professional advisers and regulators**, where necessary to comply with law or defend our legal position.

We require these parties to protect your data and use it only for the purposes we have instructed. We do not sell or rent your personal data to third parties.

5. Cookies

Our website and dashboard use cookies and similar technologies to keep you logged in, understand usage patterns, and improve functionality. You can manage or disable cookies through your browser, though some features may not work correctly if you do. Where required by law, we will request consent before using non-essential cookies.

6. Data Retention

We retain data only as long as reasonably necessary to provide the Services, meet legal and tax obligations, resolve disputes, and maintain financial and audit records. Once no longer needed, data is deleted or anonymised.

7. Your Rights

Depending on your location, you may have the right to access, correct, delete, or restrict our use of your personal data, object to certain processing, and request a portable copy of your data. To exercise any of these rights, contact us at info@ad-guardians.com — we may need to verify your identity first. You also have the right to lodge a complaint with your local data protection authority.

8. International Transfers

Because we work with clients and partners across multiple countries, your data may be processed outside the country where you are based. Where this happens, we use appropriate safeguards, such as standard contractual clauses or equivalent protections, and work only with providers that maintain adequate security and privacy standards.

9. Security

We use technical and organisational measures to protect your data, including encrypted transmission, access controls, role-based permissions, and regular system monitoring. No system is completely secure, and we ask that you notify us promptly at info@ad-guardians.com if you suspect unauthorised access to your account.

10. Use by Minors

Our Services are intended for businesses and professionals and are not directed at individuals under 18. We do not knowingly collect data from minors; if you believe we have, contact us at info@ad-guardians.com and we will take steps to delete it.

11. Changes to This Policy

We may update this Privacy Policy periodically, for example to reflect changes in law or our Services. Material changes will be communicated via email or through the dashboard. Continued use of the Services after an update constitutes acceptance of the revised Policy.

12. Contact

Questions, requests, or concerns about this Privacy Policy or how we handle your data can be sent to:

Ad Guardians

Email: info@ad-guardians.com