

Brief's Data Policy

The present data policy aligns with the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). This policy takes effect on May 25th, 2018, and means to clarify you on the purpose, scope and security to which the information we collect will be treated. It is guaranteed that both Brief and our partners are in conformity with this new regulation. We respect and comprehend that the data in question belongs to you and/or your company and acknowledge your rights and our duty as a digital marketing company.

1. Data collected

To provide you with our digital marketing services, we collect data related to your personal information or related to your company (names, contacts, images, and other information you would like to provide us). This information is collected via e-mail or other support channels, with your consent, and is treated internally by our data processors and used for the project and/or service you required only.

The data collected associated with your content (projects, tasks, descriptions and dates) may be used for project managing purposes internally, using a third party web service.

We collect information associated to your Payment details (billing address, billing name and billing e-mail). This information and other secure information (like credit cards) is collected and processed by our Administrative Officer, where sensitive data is stored and treated in our secure third-party Invoice Software.

We and our partner services use Cookies and other tracking technologies to provide you with a secure experience and service. We may store data regarding to you or your clients' device (operative system, screen size and other device related attributes) as well as an anonymised IP address and other network related attributes so we can provide you with the adequate and adaptable service you require.

As it is possible for us to collect data from our customers' users (since we can create and/or manage your web contents), it is required for the customer to obtain consent from these users, so that their data can be treated by a third party company.

If you wish to know more about the third party services we use, this information is available upon request.

2. Data Usage

We use this information to provide, operate and maintain our digital marketing services, improving and personalizing your experience. The data we collect from you and the web development and marketing services we provide, mean to understand and analyse your demands and the traffic demands to adapt and provide you with a proper offer. To provide customer support and monitor the usage of our service. It also is used to develop new features and functionalities in our digital marketing services and for compliance purposes, including enforcing legal rights and applicable laws and regulations or requested by any judicial process or governmental agency.

3. Data Sharing

As a digital marketing company, we may share information with certain third parties in order to provide the service. We may share information we collect about you or your company, but we are not in the business of selling information to advertisers or other third parties. We share information with third parties that help us operate, analyse, provide, improve, integrate, customize and support our services. These service providers include website and application development, data analysis, hosting, maintenance, backup, storage, virtual infrastructure, payment processing (as discussed previously), and other services, which may require them to access or use information about you. If a service provider needs to access information about you, they do so under close instruction from us, including policies and procedures designed to protect your information, on our behalf.

With your consent, we may ask you to provide a personal testimonial of our services, so we can display it on our public website, alongside your company, project, images and/or name.

4. Data security

While developing and managing our web development and/or marketing services you will have access to the progress and conclusion of your project whereas you can comment and help us

deliver exactly what you have envisioned through our private channels, via e-mail and/or through collaborative feedback platforms.

If you are an individual in the European Economic Area (EEA), we collect and process information about you or your company only where we have legal bases for doing so, under applicable EU laws, have your consent or we need to process your data to comply with a legal obligation.

Brief acts in compliance with Enforcement Requests and Applicable Laws, meaning that in exceptional circumstances, we may share information about you with a third party if we believe that sharing is reasonably necessary, complies with any applicable law, regulation legal process or governmental request, including to meet national security requirements.

We will use our internal and technical security measures to protect the integrity of your content storage, processing and transfer against unauthorized or unlawful access to, use of, or processing of such content. However, we should underline that internet-based data transmission may have security gaps, and so an absolute protection may not be guaranteed.

If you wish to, at any time, request deletion of your personal information, data portability or to object the processing of your personal information, you can do so by emailing us or contacting us via telephone (contact information bellow).

5. Data Storage

Websites Hosting are provided by a third-party hosting service where the access is secured by enterprise-level encryption via SSH keys managed by our CTO. Moreover, we host a copy of your website in our local server in Lisbon to work on amends and support issues and be able to test them before pushing to the live server. Access to this server is controlled with the same security methods as the online server and the people involved in the project who may have access to this data are all bind to brief by contract that protects the privacy of any data we may collect from you or from your users.

This local copy of the website in our environment should be kept as long as we ensure our continuous support to the platform. We only retain the information required for the ongoing legitimate service or project we are providing. When there is no ongoing project or service, we will either delete or securely store your data and isolate it from any further processing until deletion is possible.

Your content is stored and processed in Lisbon, or in any other country in which Brief should maintain facilities.

By hiring our services, you consent to this transfer, processing and storage of your content, as well as to the collection and use of information in accordance with this policy.

6. Policy Modifications

Given the changing circumstances and legal demands, and due to the progressive improvement of our quality of service, we advert that this policy is susceptible to changes which we may not have the possibility to prior notice you.

All this information is also available online at [Brief's Data Policy](#), where all future changes will be reflected.

7. Controller Contact Information

As named by the General Data Protection Regulation (GDPR), here is the controller contact information:

Brief Creatives Lda.

Address: Rua Aprígio Mafra, número 17, 2.º esquerdo, 1700-051, Lisbon, Portugal

E-mail: admin@brief.pt

Telephone: +351 217 270 004

Website: www.brief.pt

Lisbon, May 25th, 2018.