



Website: www.digilyticspune.in

Phone: +91-7820954969

Email: digilyticspune@gmail.com

Privacy Policy

1. Introduction

At Digilytics, we value your privacy and are committed to protecting your personal and business data. This policy outlines how we collect, use, store, and disclose information when you use our website or engage with our digital marketing services, including Social Media Marketing, Google Ads (PPC), and Email Marketing.

2. Information We Collect

We may collect the following types of information:

- Personal Information
- Name, email address, phone number
- Company details
- Billing information

Usage Information

- Website browsing behavior
- IP address, device type, browser type
- Interaction with our emails and ads

Client Campaign Data

- Social media accounts (with permission)
- Ad account access (Google Ads, Meta, etc.)
- Email marketing contacts and campaign metrics

3. How We Use Your Information

We use your information to:

- Provide and manage our digital marketing services
- Run paid ad campaigns and email marketing on your behalf
- Communicate updates, reports, and insights
- Improve our offerings based on your behavior and preferences
- Comply with legal obligations

4. Sharing Your Information

- We do not sell or rent your personal data.
- However, we may share information with:
- Authorized third-party platforms (e.g., Google, Meta, Mailchimp) for campaign management
- Payment gateways for billing and invoicing
- Legal authorities, if required by law or to protect our rights

5. Data Security

We take appropriate technical and organizational measures to protect your data. Access to sensitive data is restricted to authorized personnel only. We also rely on secure third-party tools and platforms that follow industry-standard security protocols.

6. Cookies & Tracking

- We may use cookies and tracking tools on our website to:
- Understand user behavior
- Improve our site experience
- Run remarketing and advertising campaigns
- You can control cookies via your browser settings.

7. Your Rights

You have the right to:

- Access or correct your personal information
- Request deletion of your data (subject to legal/contractual obligations)
- Opt out of marketing emails at any time
- To request any of the above, contact us at digilyticspune@gmail.com.

8. Third-Party Links

Our website or services may include links to external websites. We are not responsible for their privacy practices. Please review their respective policies before sharing any information.

9. Policy Updates


We may update this policy from time to time. All changes will be posted on this page with a revised effective date. We encourage you to review it periodically.

10. Contact Us

For any questions regarding this privacy policy, please contact:

Digilytics, Pune

 Email: digilyticspune@gmail.com

 Phone: +91-7820954969

 Website: www.digilyticspune.in

Abhishek S Kale
Digilytics Pune