

Privacy Policy for Gaio Marketing

Last updated: 07/01/25

Introduction

At Gaio Marketing, we are committed to protecting your privacy and ensuring compliance with applicable data protection laws, including the Singapore Personal Data Protection Act (PDPA), the UK General Data Protection Regulation (UK GDPR), the EU GDPR, and other relevant international privacy regulations.

This Privacy Policy explains how we collect, use, and protect your personal data when you interact with our website or services globally. By using our website, you agree to the terms outlined in this policy. If you have any questions, contact us at info@gaio-marketing.com.

1. Scope of This Policy

This Privacy Policy applies to all users globally. While our headquarters is located in Singapore, we comply with data protection laws applicable in the jurisdictions where we operate, including the PDPA, GDPR, and other international regulations. Where applicable, we will ensure your rights and data are protected regardless of location.

2. Data We Collect

We may collect and process the following categories of personal data:

1. Personal Data You Provide:

- First name, last name, email address, phone number, company name, and job position (via the "Book a Discovery Call" form).
 - Details you provide in the "How can we help?" section.
2. Automatically Collected Data:
 - Technical data, such as IP address, browser type, device information, operating system, and browsing behaviour (collected via cookies and analytics tools).
 3. Sensitive Data:
 - We do not intentionally collect sensitive personal data (e.g., health data, ethnicity, or political opinions). If you voluntarily provide such information, it will only be processed as permitted by applicable law.

3. How We Use Your Data

We process your data for the following purposes:

- Service Delivery: To schedule and manage discovery calls and respond to your enquiries.
- Improving Services: To analyse website traffic and optimise user experience.
- Marketing (with Consent): To send newsletters, offers, or updates tailored to your interests.
- Legal Compliance: To fulfil legal and regulatory obligations.

We do not engage in automated decision-making or profiling that significantly affects individuals.

4. Legal Basis for Processing

Depending on your location, we process personal data under the following legal bases:

1. For Users in the EU/UK:
 - Consent: For data submitted via forms or marketing communications.

- Legitimate Interests: For analytics, service improvement, and responding to enquiries.
 - Legal Obligations: To comply with applicable laws.
2. For Users in Singapore:
- In compliance with the PDPA, we collect, use, and disclose personal data with your consent and for legitimate purposes, such as providing services or complying with legal obligations.
3. Other Jurisdictions:
- We comply with local data protection laws where applicable, such as the California Consumer Privacy Act (CCPA) for users in the United States.

5. Sharing Your Data

We share your data only with trusted third parties where necessary. These include:

- Service Providers: Such as CRM platforms, email marketing tools, and website hosting providers.
- Analytics Providers: Such as Google Analytics, to understand user interactions with our website.
- Legal Authorities: When required by law or to protect our legal rights.

All third-party providers are bound by contractual agreements to protect your data in line with applicable data protection laws.

6. International Data Transfers

Since we operate globally, your data may be transferred and stored in countries outside your location, including:

- Singapore, where our headquarters is based.

- Countries within the European Economic Area (EEA) or the UK, in compliance with GDPR.
- Other countries where we or our service providers operate.

We ensure appropriate safeguards are in place for international data transfers, including:

- Standard Contractual Clauses (SCCs) for GDPR compliance.
- Adequacy Decisions for countries recognised by the EU or UK as providing adequate data protection.

You may request more information about these safeguards by contacting us.

7. Retention of Data

We retain personal data only as long as necessary for the purposes outlined in this policy:

- Discovery Call Data: Retained for up to 12 months after the interaction.
- Marketing Data: Retained until you withdraw your consent.
- Analytics Data: Retained in anonymised form for statistical purposes.

When data is no longer required, it will be securely deleted or anonymised.

8. Your Rights

For Users in the EU/UK

Under GDPR, you have the right to:

1. Access: Request a copy of your data.
2. Correction: Update inaccurate data.
3. Erasure: Request deletion of your data (“Right to be Forgotten”).

4. Restriction: Limit the processing of your data.
5. Portability: Obtain your data in a structured, machine-readable format.
6. Objection: Object to processing, including for marketing purposes.
7. Withdraw Consent: Withdraw your consent at any time.

For Users in Singapore

Under the PDPA, you have the right to:

- Withdraw your consent for data processing.
- Access and correct your data.
- Be informed of the purposes for which your data is collected, used, or disclosed.

Exercising Your Rights

To exercise your rights, email us at [Insert Email Address]. We will respond within the timeframe required by applicable laws.

9. Data Security

We implement robust security measures to protect your data, including:

- Encryption: To protect data during transmission.
- Access Controls: Limiting data access to authorised personnel.
- Regular Security Reviews: Ensuring compliance with security standards.

While we take these precautions, no system is entirely secure. Please notify us immediately if you suspect any unauthorised access.

10. Data Breaches

In the event of a data breach that poses a risk to your rights:

- We will notify affected users and relevant authorities within the legally required timeframe (e.g., 72 hours under GDPR).
- We will provide guidance on mitigating potential harm.

11. Use of Cookies

We use cookies to:

- Ensure website functionality.
- Analyse website traffic and user behaviour.
- Deliver targeted advertising (with your consent).

You can manage your cookie preferences via your browser settings or through our [Cookie Policy](#).

12. Children's Data

Our services are not intended for individuals under the age of 18. If we discover that we have inadvertently collected data from a minor, we will delete it promptly. If you believe this has occurred, please contact us at info@gaio-marketing.com.

13. Changes to This Policy

We may update this Privacy Policy periodically. Changes will be posted on this page with an updated "Last Updated" date. Significant changes will be communicated via email or website notifications.

14. Contact Information

For questions or to exercise your rights, contact us at:

- Email: info@gaio-marketing.com
- Phone: +357 95612986
- Address: 68 Circular Road #02-01
Singapore (049322)