

WonderAds Privacy Policy

1. Introduction

At WonderAds, we prioritize your privacy and strive to handle your personal information responsibly. This Privacy Policy explains our practices regarding the collection, use, and disclosure of your data when you use our platform. By accessing WonderAds or clicking “I agree”, you agree to this policy and any updates we may make over time. We encourage regular reviews of this policy to stay informed.

2. Information We Collect

- **Personal Information:** Information such as your name, email address, contact information, job title, company name, and payment details.
- **Usage Data:** Data such as IP address, device type, operating system, browser type, session information, and usage patterns to enhance your experience and improve platform performance.
- **Financial Data:** Information related to campaign budgets, transaction history, and wallet management, used to facilitate financial processes and reporting.
- **Marketing Information:** With your consent, we may collect data on your preferences and interests to tailor our content and offers accordingly.

3. How We Use Your Information

We process your data to support and enhance our platform and services, including:

- **Service Delivery:** To process transactions, manage accounts, and facilitate core functions such as campaign management, reporting, and invoicing.
- **Personalization and Insights:** To deliver insights and recommendations that help optimize campaign performance.
- **Communication:** To send essential updates, service notifications, and marketing communications (when consent is given).
- **Fraud Prevention and Security:** To detect, prevent, and respond to potential security incidents and fraudulent activity.
- **Legal Compliance:** To comply with laws, respond to legal processes, and protect our rights.
- **Financial Transactions and Wallet Management:** To enable secure transactions, support real-time currency conversion, budget management, and approval processes through our digital wallet system.
- **Platform Aggregation and Campaign Management:** To provide a unified interface that simplifies the management and analysis of campaigns across various platforms.
- **Brand Dashboard Insights:** To consolidate data, budgets, and performance metrics, allowing users to manage campaigns across platforms effectively.

- **Campaign Creation and Optimization:** To streamline multi-platform campaign creation, providing automated steps and insights for optimized setup and execution.
- **Automated Reporting and Insights:** To generate real-time reports with consolidated data, offering instant insights for campaign analysis and optimization.
- **Centralized Invoicing and Payment Management:** To collect and organize invoicing and payment data, simplifying financial workflows and reducing approval delays.
- **Financing and Reconciliation Tools:** To facilitate approvals, manage reconciliations, and ensure transparency in financing and budget management.

4. Data Sharing and Disclosure

Your data may be shared under the following conditions:

- **Service Providers:** Third-party vendors assist with secure payment processing, data storage, analytics, and customer support.
- **Affiliates and Subsidiaries:** We may share data within our corporate group for improved service delivery and support.
- **Legal Compliance and Protection:** Data may be shared with law enforcement or government agencies to comply with legal obligations.
- **Business Transfers:** In the event of a merger, acquisition, or sale, data may be transferred as part of the transaction.
- **Authorized Disclosure:** WonderAds may share your data when requested from third party vendors whom you have authorized to have access to your data.

5. Data Security

WonderAds employs industry-standard security measures, including encryption, access controls, regular audits, and intrusion detection, to protect your data against unauthorized access, disclosure, or alteration.

WonderAds shall not be liable for any data breach, leak or disclosure which occurs despite reasonable measures being put in place to protect your data.

6. Data Retention

We retain your data for as long as your account is active or as required to fulfill our services. Upon account closure, we retain data as necessary for legal compliance, dispute resolution, or to enforce agreements.

7. International Data Transfers

WonderAds operates globally. Where your data is transferred to countries with different regulations, we ensure compliance through safeguards such as the Standard Contractual Clauses approved by the EU.

8. Your Rights and Choices

Depending on your region, you may have rights to:

- Access and correct your data.
- Request data deletion or restrict processing.
- Withdraw consent for data processing.
- Opt out of marketing communications.

For any requests, contact us at [contact email]. We aim to respond within the timelines mandated by law.

WonderAds Terms of Service

1. Agreement to Terms

These Terms of Service govern your use of WonderAds. By accessing our platform or clicking “I agree”, you agree to these terms.

2. Services Provided by WonderAds

WonderAds offers tools and resources for managing digital campaigns, including planning, execution, performance analysis, invoicing, financing, and budget management via a digital wallet system.

3. User Responsibilities

- **Account Security:** Maintain the confidentiality of your credentials and monitor activity under your account.
- **Compliance with Policies:** Adhere to our Acceptable Use Policy and other applicable policies.
- **Accurate Information:** Provide accurate, complete information when registering and updating your account.

4. Payment Terms and Wallet System

Funds in your WonderAds wallet are allocated for campaign expenses. Payment obligations are non-cancelable, and unused funds are non-refundable except as required by law. We may charge additional fees for currency conversions or financial services.

5. Platform Usage and Campaign Data

WonderAds consolidates data from various ad platforms. By using our platform, you agree to adhere to each integrated platform's terms, including data sharing.

6. Brand Dashboard and Performance Metrics

WonderAds offers a centralized Brand Dashboard that provides a comprehensive view of campaign statuses, budgets, and performance metrics across platforms, supporting effective decision-making.

7. Intellectual Property

Content, software, and technology on WonderAds remain our property or our licensors'. Reproduction or distribution without permission is prohibited. Your content may however be used by WonderAds at any time for any specified purpose including advert placements, data collation or lawful sale of data.

8. Campaign Creation and Optimization Tools

Our tools streamline campaign creation across platforms with automation and data-driven insights. By using these tools, you consent to data processing necessary for campaign management.

9. Automated Reporting and Real-Time Data

WonderAds' automated reporting feature compiles real-time data for immediate insights into campaign performance. By using this feature, you consent to the necessary aggregation and processing of data.

10. Centralized Invoicing and Payments

Our invoicing system centralizes payments, reducing approval needs and organizing financial records. By using this feature, you consent to the necessary processing of transaction data.

11. Financing and Reconciliation

WonderAds offers financing solutions, including approval and reconciliation tools to streamline processes and ensure transparency. By opting for financing, you consent to the data processing necessary for these transactions.

12. Limitation of Liability

WonderAds and its affiliates are not liable for indirect damages, including lost profits, data loss, or business interruptions resulting from platform use.

13. Changes to Terms

We may update these Terms occasionally. Continued use after updates constitutes acceptance of the new terms.

14. Governing Law and Dispute Resolution

These Terms are governed by the laws of the Federal Republic of Nigeria. Disputes are subject to arbitration in Nigeria under the relevant arbitration rules.

WonderAds Data Deletion Policy

1. Right to Data Deletion

You have the right to request data deletion. Upon request, we will initiate data deletion to erase all associated data as permitted by law.

2. How to Request Data Deletion

To delete your account and data, contact us at [contact email]. We may request information to verify your identity before proceeding.

3. Data Deletion Process and Timeline

Upon verification, we complete data deletion within 30 days. Retained data may be securely archived to meet legal requirements.

- **Wallet and Transaction Data:** Upon request, we delete wallet, campaign budget, and transaction history data unless retention is legally mandated.
- **Aggregated Campaign Data:** We erase personal campaign data across platforms, ensuring compliance with legal standards.
- **Brand Dashboard Data:** All associated data, including campaign performance metrics and budgets, will be removed.
- **Campaign Setup and Optimization Data:** We delete campaign creation history and insights per legal standards.
- **Reporting Data:** Reporting insights and historical data will be erased post-deletion request.
- **Invoicing and Financial Records:** Invoices and payment records are securely deleted unless legally required.
- **Financing Data:** All financing-related approvals and reconciliations are deleted unless mandated for retention by law.

4. Residual Data in Backups and Logs

Residual data may remain in backups for a limited time due to system architecture. This data will be permanently deleted according to our policies.

5. Retention of Anonymized Data

WonderAds reserves the right to retain anonymized data that does not identify individuals, to enhance our services and performance analysis.

Contact Information

For inquiries, contact our Data Protection Officer at [DPO email] or reach out to [contact email].