
PRIVACY POLICY

Effective Date: January 1, 2025

DDL Advertising ("Company," "we," "us," or "our") is committed to protecting the privacy and security of personal and business information entrusted to us. This Privacy Policy outlines how we collect, use, disclose, and safeguard information in compliance with applicable privacy laws and industry standards.

This policy applies to:

- Visitors to our website (www.ddladvertising.com)
- Prospective clients, including c-chain stores, e-com, non-profits, financial institutions, technology partners, and other industry sectors
- Clients who engage us for marketing, advertising, and consulting services
- Third-party vendors, affiliates, and business partners
- Any individuals or entities interacting with our services, including digital platforms, email communications, media buying, email marketing and social media

By using our website and services, you acknowledge and consent to the collection, use, and disclosure of your information as described in this policy.

1. INFORMATION WE COLLECT

DDL Advertising collects information necessary for conducting business, enhancing services, and ensuring compliance with industry and regulatory requirements.

A. Personal Information

We collect personal information that individuals voluntarily provide, including but not limited to:

- Full name
- Business name and industry
- Email address
- Phone number
- Mailing address
- Payment and billing details (for clients)
- Any other information voluntarily submitted through forms, contracts, or correspondence

B. Non-Personal & Technical Information

We may automatically collect certain non-personal information, such as:

- IP address
- Browser type and device information
- Website navigation patterns and page interactions
- Traffic sources and referral data
- Cookies, pixels, and tracking technologies

These data points are used for analytics, website performance optimization, and security purposes.

C. Financial and Regulatory Data (for Financial Sector Clients)

For clients in the financial services industry, we may collect and process additional data necessary to provide compliant marketing and advertising solutions. This data remains confidential and is protected under strict security protocols.

2. HOW WE USE YOUR INFORMATION

DDL Advertising uses collected information for legitimate business purposes, including:

- Providing and improving marketing, advertising, and digital media services
- Managing client relationships and fulfilling contractual obligations
- Ensuring compliance with industry regulations and legal requirements
- Conducting internal analytics, research, and reporting
- Enhancing website security and fraud prevention
- Sending communications related to services, updates, and marketing (with consent)

We do not sell or share personal information for profit.

3. DISCLOSURE OF INFORMATION

We maintain strict confidentiality over collected information. However, we may disclose information under the following circumstances:

- **Service Providers & Third-Party Partners:** We may share data with verified service providers assisting in analytics, hosting, payment processing, and advertising execution.
- **Legal & Compliance Requirements:** If required by law, regulation, or legal process, we may disclose necessary information to regulatory authorities, law enforcement, or government agencies.
- **Business Transactions:** In the event of a merger, acquisition, or restructuring, collected data may be transferred as part of business operations.

All data-sharing agreements with third parties uphold confidentiality, security, and compliance obligations.

4. DATA SECURITY & RETENTION

DDL Advertising employs industry-standard security measures to protect personal and sensitive information from unauthorized access, alteration, disclosure, or destruction. Security measures include, but are not limited to:

- Secure server and database storage
- Encryption and access controls
- Regular security audits and risk assessments
- Compliance with financial sector data protection standards

Personal data is retained only for as long as necessary to fulfill business, regulatory, and legal obligations. Upon expiration of retention requirements, data is securely disposed of.

5. YOUR RIGHTS & CHOICES

Individuals and businesses interacting with DDL Advertising may have certain rights under applicable data protection laws, including:

- **Access & Correction:** Request access to personal data and correct inaccuracies.
- **Data Deletion:** Request the removal of personal data when it is no longer needed for business or legal purposes.
- **Opt-Out of Marketing:** Unsubscribe from marketing communications at any time.
- **Restrict Processing:** Limit how we use or share data under certain conditions.

To exercise any of these rights, contact us at **[Insert Contact Email]**.

6. THIRD-PARTY LINKS & INTEGRATIONS

Our website and marketing campaigns may contain links to third-party websites or platforms. We are not responsible for the privacy practices of external sites. Users are encouraged to review third-party privacy policies before engaging with their services.

7. REGULATORY COMPLIANCE

DDL Advertising adheres to applicable privacy and data protection laws, including but not limited to:

- General Data Protection Regulation (GDPR) (for applicable EU/EEA interactions)
- California Consumer Privacy Act (CCPA) (for California-based users)

- Gramm-Leach-Bliley Act (GLBA) (for financial services clients)
- Federal Trade Commission (FTC) Regulations
- Health Insurance Portability and Accountability Act (HIPAA) – Protects personal health information (PHI) if marketing services involve healthcare clients.
- Children’s Online Privacy Protection Act (COPPA) – Governs the collection of personal data from children under 13 in online services.
- Fair Credit Reporting Act (FCRA) – Regulates the use of consumer credit information in marketing.
- CAN-SPAM Act – Establishes rules for commercial email communications, including opt-out mechanisms.
- Telephone Consumer Protection Act (TCPA) – Restricts telemarketing calls, SMS marketing, and the use of automated dialing systems.
- New York SHIELD Act – Imposes data security requirements for businesses collecting data on New York residents.
- Virginia Consumer Data Protection Act (VCDPA) – Regulates data privacy for Virginia residents, similar to CCPA.
- Colorado Privacy Act (CPA) – Grants Colorado residents data access, correction, and deletion rights.
- Illinois Biometric Information Privacy Act (BIPA) – Governs the collection and storage of biometric data.
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8. POLICY UPDATES

DDL Advertising reserves the right to update this Privacy Policy to reflect changes in legal requirements, business operations, or technological advancements. Updates will be posted on our website annually. Continued use of our services constitutes acceptance of any policy revisions.

9. CONTACT INFORMATION

For questions, requests, or concerns regarding this Privacy Policy, please contact us:

DDL Advertising

999 S Broadway East Providence, RI 02914

Email: contact@ddlads.com

Phone: **401-943-7400**