

Privacy Policy for LinkedIn Advertising

Last Updated: November 7th, 2024

Introduction

TK Services Ltd. (trading as “Tresot”) (“we,” “us,” or “our”) values your privacy and is committed to protecting your personal information. This Privacy Policy outlines our practices regarding the collection, use, and sharing of your information in connection with our advertising campaigns on LinkedIn.

1. Information We Collect

When you interact with our ads on LinkedIn, we may collect the following types of information:

- **Personal Data:** Information such as your LinkedIn profile information, job title, company, location, and professional interests.
- **Engagement Data:** Information related to your interactions with our ads, such as clicks, impressions, shares, and comments.
- **Device and Browser Data:** Technical information, including your IP address, device type, browser type, and operating system.

We receive this information through LinkedIn’s advertising and analytics tools in accordance with LinkedIn’s own privacy policies.

2. How We Use Your Information

We use the information collected through LinkedIn for the following purposes:

- **To Improve Our Advertising:** Analysing ad performance to make our campaigns more relevant and effective.
- **To Better Understand Our Audience:** Gaining insights into our audience’s professional interests and demographics.
- **To Personalize Our Marketing:** Serving ads based on your interests, location, or profile information.
- **To Conduct Analytics and Reporting:** Generating reports on ad performance to assess the effectiveness of our LinkedIn marketing efforts.

3. Sharing of Information

We may share your information with:

- **Service Providers:** Third-party service providers who assist us in advertising, analytics, and data processing, solely to perform their tasks on our behalf.
- **LinkedIn:** As part of our advertising campaigns, LinkedIn may access and use the data we share according to its own privacy policy.

- **Legal Requirements:** If required by law or to protect our rights, we may share your information as necessary.

4. Your Rights and Choices

- **Opt-Out of LinkedIn Ads:** You can control the ads you see on LinkedIn and adjust your preferences by visiting LinkedIn's privacy settings.
- **Access and Deletion:** You may have rights to access, update, or delete your personal information. Please contact us at [Your Email Address] to exercise these rights.
- **Data Retention:** We retain information as necessary to fulfil our advertising goals and comply with legal requirements.

5. Security of Your Information

We take appropriate measures to protect your information against unauthorized access, disclosure, alteration, or destruction. However, no online data transmission or storage can be guaranteed 100% secure.

6. Governing Law

This Privacy Policy and any dispute or claim arising out of or in connection with it shall be governed by and construed in accordance with the laws of England and Wales, excluding its conflict-of-law rules.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The "Last Updated" date at the top will indicate the latest revision. We encourage you to review this policy periodically.

8. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:

TK Services Ltd. (trading as "Tresot")
840 Ibis Court Centre Park
Warrington, Cheshire, England
contact@tresot.com