

Privacy Policy

Effective Date: 01.01.2025

Snipper Link ("we," "our," "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your information when you use our services, including our website, platform, and tools. By accessing or using Snipper Link, you agree to the terms outlined in this Privacy Policy.

1. Information We Collect

1.1 Information You Provide

- **Account Information:** When you sign up, we collect your name, email address, and other details needed to create and manage your account.
- **Custom Links:** Any third-level domains, URLs, or metadata you create on Snipper Link.
- **Support Requests:** Information you provide when contacting our support team.

1.2 Payment Information

We do not collect or store your payment details. All payment transactions are processed securely by our third-party payment provider. Please refer to their privacy policy for details on how your payment information is handled.

1.3 Automatically Collected Information

- **Usage Data:** IP address, browser type, device information, and operating system.
- **Analytics Data:** Click-through rates, geographic location (city or country), and time of access.

1.4 Third-Party Integrations

If you connect third-party accounts (e.g., analytics tools), we may collect relevant data from those services per their respective privacy policies.

2. How We Use Your Information

We use your information to:

- Provide and improve our services.
- Process transactions and manage billing.
- Generate analytics to enhance user experience.
- Communicate with you regarding updates, changes, or issues with your account.
- Prevent fraudulent activities and ensure platform security.

3. Sharing Your Information

We do not sell your personal data. However, we may share it in the following cases:

- **With Service Providers:** Payment processors, hosting providers, and analytics tools.
- **For Legal Reasons:** To comply with legal obligations or protect our rights.
- **Aggregated Data:** Non-personally identifiable data for marketing or insights.

4. Data Storage and Processing

All data collected by Snipper Link is stored and processed on servers provided by Google Cloud EMEA Limited and Akamai Technologies, located within the European Union (EU). These providers comply with EU data protection regulations to ensure your information is handled securely.

5. Your Choices

- **Opt-Out:** You may opt-out of marketing emails or analytics tracking via your account settings.
- **Data Access:** Request a copy of your data or ask us to delete your personal information, subject to legal and operational limits.

6. Data Retention

We retain your data for as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce our agreements.

7. Security Measures

We use industry-standard encryption, secure servers, and strict access controls to protect your data. While we strive to protect your information, no method of transmission over the internet or electronic storage is 100% secure.

8. International Users

As our primary legal entity is in Montenegro, your data may be processed outside your home country. However, all data remains stored within the EU and adheres to its data protection laws.

9. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices or for other operational, legal, or regulatory reasons. Updates will be posted on our website, and material changes will be communicated directly to users.

10. Contact Us

For questions or concerns about this Privacy Policy, please contact us at:

- **Email:** support@snipper.link
- **Address:** Matveenکو DOO, Bulevar Jovana Tomaševića 33, Podgorica, Montenegro

This Privacy Policy was last updated on 2024-12-02.

Snipper Link

Helping SMEs streamline their digital advertisement toolbox.