

PRIVACY POLICY

Last Updated: July 15, 2025

PT Perlu Agency Digital and Perlu Agency LLC (collectively, "Perlu Agency," "we," "us," or "our") are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [<https://perluagency.com>] (the "Site") or engage our services.

Please read this policy carefully. By using the Site or our services, you consent to the practices described.

1. Information We Collect

We collect information that identifies, relates to, describes, or could reasonably be linked with you ("Personal Information"), including:

- Information You Provide Directly:
 - Contact Data: Name, email address, phone number, company name, job title.
 - Account Data: Username, password, profile information for accessing our client portals.
 - Project Data: Business goals, marketing materials, logos, content briefs, access credentials for your social media/ad accounts (provided for service execution), and feedback.
 - Communication Data: Records of our correspondence.
 - Payment Data: Billing address, payment card details (processed securely by our third-party payment processors).
- Information Collected Automatically:
 - Technical Data: IP address, browser type, operating system, device information, pages visited, time spent on pages, and referring website addresses, collected via cookies and similar tracking technologies.
 - Usage Data: Information about how you interact with our Site and marketing emails.

2. How We Use Your Information

We use your information for legitimate business purposes, including:

- To provide, operate, and manage our Services.
- To communicate with you regarding your account, projects, and support requests.
- To process transactions and send related information.
- To send administrative information, updates, security alerts, and marketing communications (you may opt-out at any time).
- To personalize your experience and improve our Site and Services.
- To comply with legal obligations and protect our rights.

3. How We Share Your Information

We do not sell your Personal Information. We may share it only in the following circumstances:

- Service Providers: With trusted third parties who perform services for us (e.g., payment processing, data hosting, email delivery, analytics), under strict contractual data protection terms.
- Required for Services: When you instruct us to manage advertising campaigns, we must share necessary data (e.g., ad creative, targeting parameters) with platform providers like Meta and Google.
- Legal Requirements: If required by law, subpoena, or to protect the rights, property, or safety of ourselves or others.
- Business Transfers: In connection with a merger, sale, or transfer of company assets.

4. Data Security

We implement commercially reasonable administrative, technical, and physical security measures designed to protect your Personal Information. However, no electronic transmission or storage is 100% secure. We cannot guarantee absolute security.

5. International Data Transfers

As an agency with entities in Indonesia and the USA, your information may be transferred to and processed in countries with different data protection laws. We ensure appropriate safeguards are in place for such transfers.

6. Your Privacy Rights

Depending on your location, you may have certain rights regarding your Personal Information, such as:

- Access, Correction, & Deletion: Request to access, correct, update, or delete your information.
- Opt-Out: Object to processing or opt-out of marketing communications.
- Data Portability: Request a copy of your data in a structured format.

To exercise these rights, please contact us at compliance@perluagency.com. We will respond in accordance with applicable law.

7. Data Retention

We retain Personal Information only as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law.

8. Third-Party Links

Our Site may contain links to other websites. This Privacy Policy does not apply to third-party sites. We encourage you to review their privacy policies.

9. Children's Privacy

Our Services are not directed to individuals under 18. We do not knowingly collect Personal Information from children.

10. Changes to This Privacy Policy

We may update this policy periodically. The updated version will be indicated by the "Last Updated" date. Material changes may be communicated via email or a notice on our Site.

11. Contact Us

For questions, requests, or concerns about this Privacy Policy or our data practices, please contact our Data Protection Officer at:

Email: compliance@perluagency.com

PT Perlu Agency Digital

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