

# Privacy Policy of publicsectormarketingpros.com

This Application collects some Personal Data from its Users.

## Personal Data collected for the following purposes and using the following services:

- **Advertising**

- **Facebook Lookalike Audience, Google Ad Manager and Google Ads Similar audiences**

Personal Data: Cookies; Usage Data

- **Facebook Audience Network**

Personal Data: Cookies; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data

- **Analytics**

- **Google Analytics, Google Ads conversion tracking, Facebook Ads conversion tracking (Facebook pixel), Twitter Ads conversion tracking and Wordpress Stats**

Personal Data: Cookies; Usage Data

- **LinkedIn conversion tracking (LinkedIn Insight Tag)**

Personal Data: Cookies; device information; Usage Data

- **Contacting the User**

- **Contact form**

Personal Data: email address

- **Content performance and features testing (A/B testing)**

- **Google Optimize**

Personal Data: Cookies; Usage Data

- **Handling payments**

- **Stripe**

Personal Data: various types of Data as specified in the privacy policy of the service

- **Interaction with external social networks and platforms**

- **Twitter Tweet button and social widgets**

- Personal Data: Cookies; Usage Data

- **Interaction with live chat platforms**

- **Facebook Messenger Customer Chat**

- Personal Data: Cookies; Data communicated while using the service; Usage Data

- **Managing contacts and sending messages**

- **Mailchimp**

- Personal Data: email address

- **Remarketing and behavioral targeting**

- **Facebook Custom Audience and Twitter Tailored Audiences**

- Personal Data: Cookies; email address

- **Facebook Remarketing, LinkedIn Website Retargeting, Remarketing with Google Analytics and Twitter Remarketing**

- Personal Data: Cookies; Usage Data

- **User database management**

- **ActiveCampaign**

- Personal Data: Cookies; email address; various types of Data as specified in the privacy policy of the service

## **Contact information**

- ◦ **Owner and Data Controller**

Public Sector Marketing Pros Ltd  
77 Creagan, Barna, Galway, Ireland.

**Owner contact email:** [info@publicsectormarketingpros.com](mailto:info@publicsectormarketingpros.com)

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