



## **Our Privacy**

**Explicit Consent:** Use active "opt-in" boxes for all lead forms and email lists; pre-ticked boxes are no longer compliant.

**Purpose Limitation:** Only collect data strictly necessary for the specific campaign (e.g., don't ask for home addresses if you only need an email).

**Clear Opt-Out:** Every marketing email or SMS must include a visible, one-click "Unsubscribe" or "Opt-out" link.

**Data Minimization:** Regularly purge inactive leads or old campaign data that is no longer being used.

**Transparency:** Maintain an accessible Privacy Policy that explains how you use AI for lead scoring or customer profiling.

**Breach Readiness:** Ensure a protocol is in place to notify the Personal Data Protection Centre (PDPC) within 72 hours if data is compromised.

**Third-Party Security:** Verify that partners (like CRMs or cloud providers) have signed Data Processing Agreements (DPAs).

## **Our Terms and Conditions**

### **Non-Refundable Service Fees**

All payments for marketing campaigns, digital management, and consultancy services are strictly non-refundable. Once a project or monthly retainer commences, the fees cover creative labor, administrative costs, and media planning; therefore, no refunds will be granted for any unused portion of the service.

### **Ad Spend & Third-Party Costs**

The client acknowledges that any budget allocated for advertising (e.g., Meta, Google, LinkedIn ads) is paid directly to the platforms or managed through the company. Dots Egypt is not responsible for refunding ad spend once a campaign has launched, regardless of the campaign's performance or early termination.

### **Performance & Results Disclaimer**

While Dots Egypt utilizes industry best practices to optimize marketing performance, we do not guarantee specific financial returns, sales figures, or engagement metrics. Marketing outcomes are subject to market variables beyond our control; thus, lack of specific results does not entitle the client to a refund.

### **Approval & Revisions**

The client is responsible for reviewing and approving all marketing materials (copy, designs, and strategies). Once approval is given and the content is published or scheduled, any further changes may incur additional fees. Errors found after client approval are not grounds for financial claims or refunds.

### **Content Ownership & Usage**

Upon final payment, the client owns the finished marketing assets created specifically for them. However, Dots Egypt retains the right to use the project results and creative work as part of its professional case studies and portfolio to demonstrate expertise in the marketing sector.