CPADVERTISING GROUP

Privacy Policy

How CPAdvertising Group handles personal data

This Privacy Policy explains how CPAdvertising Group handles personal data through cpadvert.digital, project enquiries, CPAdvertising Pass applications and recruitment.

Effective date: 20 November 2026

1. Who is responsible for your data

CPAdvertising Group is operated by Cherry Marketing Solutions d.o.o. Beograd-Zemun (MB 21146170, PIB 109231630), Bulevar Mihajla Pupina 16-G, 11070 Beograd (Zemun), Serbia. The company is responsible for the processing described here.

CPAdvertising Group also includes OOO “ANALITIKA” (INN 7813289840, KPP 780401001, OGRN 1177847338459), Russian Federation. Where a written agreement names OOO “ANALITIKA” as the contracting party, OOO “ANALITIKA” is responsible for the personal data processed under that agreement.

CPAdvertising Group is a trade name, not a separate legal entity. The registry details of both companies are published at https://cpadvert.digital/en/legal/#company.

Privacy and data requests: support@cpadvert.digital. Website: https://cpadvert.digital/

2. Data we collect

- Enquiry and application data: name, email address, company, country or market, Telegram handle, selected service or CPAdvertising Pass tier, experience, traffic sources and message content.
- Recruitment data: contact details, CV, portfolio, work history, application answers and interview notes.
- Client and participant data: correspondence, agreed scope, campaign records, invoices, payment and settlement information, and compliance records.
- Technical data needed to deliver and secure the website: IP address, browser and device information, referring page, request time, approximate region and security logs.
- Local preferences: chosen language and motion preference stored in your browser.

Please do not send special-category personal data unless it is necessary and we have requested it.

3. Why we use the data and our legal bases

- To answer enquiries, review applications and take steps requested before an agreement is made.
- To deliver agreed services, administer CPAdvertising Pass sessions, reconcile results and perform contractual obligations.
- To protect the website, prevent fraud, verify traffic and defend legal claims, based on legitimate interests.
- To keep records required by tax, accounting, sanctions, anti-fraud or other applicable law.
- To send marketing only where consent is required and has been given, or where another lawful basis clearly applies. You may opt out at any time.

4. How information is received

We receive information directly from you, from the organisation you represent, from campaign and advertising platforms used for an agreed engagement, and automatically when your browser requests website resources.

5. Sharing and service providers

We do not sell personal data and do not share it with third parties for their own marketing. Data may be shared only as needed with hosting, email, cloud storage, security, analytics used inside a client engagement, payment and professional-service providers; with counterparties needed to validate campaign results; or with authorities when the law requires it. Providers must use the data only for the instructed purpose and protect it appropriately.

6. International transfers

Our work may involve providers or counterparties in different countries. Where data protection law requires safeguards for an international transfer, we use an adequacy decision, approved contractual clauses or another lawful transfer mechanism.

7. Retention

- General enquiries and CPAdvertising Pass applications: up to 24 months after the last meaningful contact.
- Candidate materials: up to 12 months after the recruitment process, unless you ask for earlier deletion or agree to longer retention.
- Active client, participant, accounting and settlement records: for the engagement and then for the period required by applicable tax, accounting and limitation laws.
- Security logs: only for as long as reasonably needed to investigate abuse and protect the service.

Data may be kept longer when needed for an active dispute, legal hold or mandatory legal obligation.

8. Security

We use reasonable organisational and technical measures, access restrictions and data minimisation. No internet transmission or storage method is completely secure, so absolute security cannot be guaranteed.

9. Your rights

Depending on the law that applies to you, you may request access, correction, deletion, restriction, portability or objection; withdraw consent without affecting earlier lawful processing; and complain to your local data protection authority. We may need to verify your identity before acting on a request. We normally respond within 30 days, subject to lawful extensions.

10. Children

The website and CPAdvertising Pass are intended for adults aged 18 or over. We do not knowingly collect data from children.

11. Third-party services and fonts

Links to third-party sites are governed by their own privacy policies. Web fonts are served by Google from fonts.googleapis.com and fonts.gstatic.com; loading them sends your IP address and browser user agent to Google. CPAdvertising Group does not use that request for advertising.

12. Changes and contact

We may update this Policy when the website, services or law changes. The current version is published at https://cpadvert.digital/. Questions, rights requests and complaints may be sent to support@cpadvert.digital.