

Use of Personal Data for Targeting and Consent Management

Use of Personal Data for Targeting

At Be Data Solutions, we may use personal data for targeting purposes, such as delivering relevant advertisements and marketing communications based on user interests and behavior. This helps us provide a more personalized experience and ensure that our marketing efforts are effective and aligned with your preferences.

Consent Management Platform

To obtain and manage consents for the use of personal data in targeting and other purposes, we utilize a comprehensive consent management platform:

- **Platform Name:** OneTrust
- **Features:**
 - **Consent Collection:** The platform allows us to collect and manage user consents for data processing activities, including targeting and marketing.
 - **Granular Consent Management:** Users can provide, modify, or withdraw their consents for specific types of data processing activities.
 - **Compliance Tracking:** The platform helps ensure that we comply with relevant data protection regulations, such as GDPR and CCPA, by keeping records of user consents and preferences.
 - **Transparency:** Users are informed about the types of personal data collected, the purposes of processing, and how their data will be used for targeting and marketing.

User Rights and Choices

- **Consent Options:** Users have the option to review and adjust their consent preferences at any time through our OneTrust Consent Management Platform interface.
- **Opt-Out:** Users can opt out of targeted advertising and other personalized marketing activities if they choose to do so.
- **Contact Us:** For any questions about how we use personal data for targeting or how to manage your consent preferences, please contact us.

Contact Information

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