

Privacy Policy

PR & Marketing Strategy is committed to respect for the privacy of users, the protection and security of their personal data. This text aims to inform you about how PR & Marketing Strategy treats the personal data provided to you through the www.prmarketingstrategy.com. You should carefully read this privacy policy and decide freely whether to provide your personal data to PR & Marketing Strategy before using the www.prmarketingstrategy.com.

The user warrants that he/she is of legal age and that the data communicated is true, accurate, complete and current, being responsible for any non-compliance. If the data communicated belongs to a third party, the user guarantees that he/she informed that third party about the conditions set out in this document and that he/she has obtained his/her consent to provide his/her data to PR & Marketing Strategy for the purposes indicated.

1. Scope and data controller

This privacy policy applies to all personal data collected through the forms on the website www.prmarketingstrategy.com

The entity responsible for the processing of this data is:

PR & Marketing Strategy;

You can contact PR & Marketing Strategy about any questions related to this privacy policy, indicating as a subject "PR & Marketing Strategy - Privacy of personal data" and via email address: ruimartins@prmarketingstrategy.com

2. Purposes of processing and legal basis

The personal data collected through the forms on the www.prmarketingstrategy.com website are intended to allow the following operations:

Analyze and respond to messages or requests proactively sent by users.

Sending, by e-mail, newsletter on information related to PR & Marketing Strategy.

The processing of personal data is necessary to carry out the above-mentioned operations, and the authorization of the respective holder when it directs the matter to PR & Marketing Strategy, requesting that it be subject to consideration or when requesting the sending of the newsletter.

3. Recipients

Your personal data may be communicated to a suitable service provider contracted by PR & Marketing Strategy, who will process the data exclusively for the purposes established by PR & Marketing Strategy and upon instructions thereof.

Four, four, four. Conservation period

The personal data collected will be kept for a period of 5 years, without prejudice to the responsible person being able to keep them beyond the period for the fulfillment of legal obligations or for the purposes of historical archive of the company, through the application, in the latter case, of appropriate technical and organizational measures. In the case of personal data collected for sending the newsletter, they will be kept for the duration of the newsletter, until the owner cancels the subscription of said newsletter.

5. Users' rights

The user has the right to request pr & marketing strategy access to personal data concerning him or her, as well as its rectification or payment, and the limitation of the processing with respect to the user, or the right to owe the processing, as well as the right to the portability of the data, laws governing the processing of personal data. In the exercise of the above rights, the user may contact the data controller at the address indicated in paragraph 1 of this policy.

You also have the right to lodge a complaint with the National Data Protection Commission if you believe that your rights in your personal data in this policy have been infringed.

6. Changes to the Privacy Policy

This Privacy Policy may be amended at all times by PR & Marketing Strategy. When such changes occur, they will be disclosed through the Digital Channels and/or communicated to users through the contacts made available.

Last Updated Date: 06.06.2022

Terms and Conditions of Use

1 . Introduction

These Terms and Conditions govern access to and use of the website www.prmarketingstrategy.com, the responsibility of PR & Marketing Strategy. Any legal questions regarding the website may be found in the Privacy Policy and Cookie Policy sections, which are an integral part of these Terms and Conditions.

The use of this website by any user will be governed by the following Terms and Conditions, implying their use of their acceptance by the user. If you reject these Terms and Conditions, you must cease using these Terms and Conditions.

PR & Marketing Strategy may change or update, in whole or in part, these Terms and Conditions, as well as the Privacy Policy and Cookie Policy. Any changes or updates to these Terms and Conditions, as well as those of the Privacy Policy and Cookie Policy, will become effective as soon as published in the respective section of the website. Users are advised to regularly check the sections of the Terms and Conditions, Privacy Policy and Cookie Policy to check the most up-to-date versions.

Access to and use of the website is made available exclusively for personal use and for the promotion of PR & Marketing Strategy activity.

PR & Marketing Strategy reserves the right to discretionally assess compliance with these Terms and Conditions by any user. Violation of the Terms and Conditions may imply the exercise of your rights to the fullest extent permitted by law.

Users undertake to indemnify and exonerate PR & Marketing Strategy, as well as legal representatives, partners and workers, of any damages, lidations, claims or claims for compensation, including expenses and costs of representation, requested by third parties as a result of the use of the website in terms of those Terms and Conditions, and/or as a result of violation of the conditions set forth therein, and/or resulting from non-compliance with the representations and warranties contained in these Terms and Conditions.

2. License

Without prejudice to the other provisions of these Terms and Conditions, PR & Marketing Strategy authorizes any user to use this website only for personal or informational purposes, as provided in these Terms and Conditions. The use license may be revoked by PR & Marketing Strategy at any time. In accordance with the law and these Terms and Conditions, you may not copy, use, download, rent, sublicense, alter, adapt, attempt to modify or alter the source code, reverse engineer operations, decompile or disassemble, in whole or in part, the content of the website. By accessing the website, you acknowledge and agree that its content may be incomplete, inaccurate, not up-to-date, or may not meet your needs and requirements.

3. Content and Limitation of Responsibility of PR & Marketing Strategy

Access to and use of the website, including the display of web pages, are activities performed by users.

Users are solely and exclusively responsible for the use of the website and its contents. PR & Marketing Strategy is not responsible for, nor does it assume responsibility for the use (if any) of the website not in accordance with the legal provisions in force by users in a manner.

In particular, users are solely responsible for communicating incorrect, false, or third-party information or data without their consent, as well as for the misuse thereof.

The contents of the website may contain inaccuracies or errors. PR & Marketing Strategy is not responsible for, nor can it be held liable, by any means or manner, for inaccuracies and errors, damages (if any) caused or resulting from the use of information derived from the website or through the website by users. The user is solely and exclusively responsible for the evaluation of information and content obtained through the website.

The website and all information and content posted on it may be changed by PR & Marketing Strategy at any time, from time to time and/or without notice.

Considering that any content that may be downloaded or otherwise obtained, results from the user's free decision and is made at your own risk, any damage (if any) to the computers or loss of data resulting from download operations performed by the user, will be the sole responsibility of the user and may not be attributed to PR & Marketing Strategy.

PR & Marketing Strategy assumes no responsibility for damages (if any) resulting from the inability to access the services made available through the website or by data (if any) caused by viruses, damaged files, errors, omissions, interruptions of service, cancellation of content, internet-related issues, service providers or telephone and/or telematics, unauthorized access, data changes, or related to the lack and/or poor functioning of the user's electronic devices.

You are responsible for the custody and correct use of your personal information, as well as responsible for any damage or injury caused to PR & Marketing Strategy or third parties, resulting from the misuse, loss or theft of personal information.

PR & Marketing Strategy has adopted appropriate technical and organisational measures to safeguard the security of the services provided by it through the website, to ensure the integrity of electronic traffic data related to unauthorized forms of use or knowledge, and to avoid risks of dissemination, destruction or loss of data and confidential or non-confidential information of its users, information on the website, or related to access – unauthorized or in breach of applicable legal provisions – to such personal data and information.

PR & Marketing Strategy does not warrant, nor can it guarantee that the website is free of viruses or any other element that may adversely affect technology.

4. Access to the Website. Interruption and Suspension

PR & Marketing Strategy makes its best efforts to provide continuous access to the website, however, access to the website may be suspended, limited or interrupted at any time regardless of the reason. Access to the website may be limited from time to time to allow the recovery, maintenance or introduction of new features or services. PR & Marketing Strategy will make the best efforts to regain access as soon as possible. PR & Marketing Strategy reserves the right to block access to any material and/or remove any material that may, in its discretionary understanding, cause a violation of these Terms and Conditions.

PR & Marketing Strategy reserves the right to terminate the accounts of users who violate these Terms and Conditions, including in situations where it is verified that you are using proxy IP addresses in order to hide the use of multiple accounts, or you wish to be identified as being in a country other than the one you are actually in, or cause disruption to the operation of the website by any means.

5. Protection of Personal Data

Users are advised to read and review the Privacy Policy, which is an integral part of these Terms and Conditions, to understand how the website collects and uses users' personal data and what their purposes are.

6. Intellectual Property Rights

All rights are reserved. The website and all its contents, including without limit, articles, opinions, other texts, lists, user manuals, photographs, drawings, images, video clips or audio or marketing texts, as well as trademarks, logos, domain names, and any other elements that may be covered by property rights (including source codes) and/or other forms of intellectual property rights (hereinafter "Material"), are the property of PR & Marketing Strategy or third parties, and are protected from the use, copying or disclosure not authorized by national laws and international treaties relating to Intellectual Property Rights. None of the provisions of the Terms and Conditions and/or the contents contained on the website may be construed as implicitly conferring, accepting or by any licensed means the right to use any Material by any means, without the prior written consent of PR & Marketing Strategy or the third party owner of the Material or intellectual property rights posted on the Website. Use, copying, reproduction, alteration, republication, updating, downloading, sending by e-mail, transmission, distribution or duplication, or any other abusive act of the Material not specifically identified, but of the same nature, are prohibited. As a user of the website, you undertake not to use the Material for illegal purposes and not to violate the rights of PR & Marketing Strategy.

You may, however, view and display the content of the website and/or the Material on a computer screen, store such content in electronic form on the disk (but not on a server or on an Internet-connected memory device), or print a copy of such content for your personal, non-commercial use, and shall retain all information relating to intellectual property rights. Access to the website does not give the user any right to the content provided by PR & Marketing Strategy.

7. Links to other websites

If the website makes links available to third-party websites or to content made available by third parties, PR & Marketing Strategy hereby informs you that the provision of links to such websites is included solely for informational purposes and for your convenience. PR & Marketing Strategy does not control the websites of third parties and therefore is not responsible for such websites or the content or products that such websites (including without limit, reference to social networks) and is not responsible for any damages or losses that may result from the use of third party websites by the User, as well as the processing of personal data during internet browsing operations. Access to any third-party website, through an existing link on the PR & Marketing Strategy website, will be made at your sole responsibility and risk.

You should therefore pay particular attention when connecting to third party websites via links on the PR & Marketing Strategy website and carefully read their terms and conditions and privacy policies.

8. User Representations and Warranties

You acknowledge and represent that:

- a) read and understood these Terms and Conditions;
- b) refrain from reproducing, duplicating, copying, selling, reselling or by any means commercially exploiting the website or its contents, and will refrain from using or reproducing the trademarks or any intellectual or industrial property rights of PR & Marketing Strategy;
- c) will not publish or use false, reviled or defamatory information;
- d) refrain from using, directly or indirectly, the services or the website for purposes contrary to the law or in accordance with the principles contained in these Terms and Conditions;
- e) will not propagate viruses, spyware, adware, rootkit, backdoor or Trojan virus or other similar computer threats;
- f) will not use software or other automatic or manual mechanisms to copy or access control of the website or its content.

9 . Miscellaneous Provisions

The invalidity of any of the provisions contained in these Terms and Conditions shall be deleted from these terms, and the remaining provisions of the provisions of the same shall remain in force and produce their effects.

This contract shall be governed by Portuguese and shall be interpreted in accordance with Portuguese law, in accordance with the contracts concluded and executed in that country. In the absence of an amicable agreement between the parties, their conflicts and disputes of any nature

relating to the formation, performance or interpretation of this Agreement shall be resolved definitively by the Courts of Lisbon, with express waiver of any others.
You may contact us for any questions relating to the Terms and Conditions or any questions relating to your use of the website, via email to PR & Marketing Strategy.

Last Updated Date: 06.06.2022