looop Privacy Policy

Effective date: 25 June 2026 Last updated: 29 June 2026

Looop Digital Advertising Corp. ("we," "us," or "our"), operator of the **looop** marketing-automation platform (the "Service"), provides this Privacy Policy to explain how we collect, use, store, share, and protect your personal information — including information we receive when you connect your Meta business assets to looop.

1. Who we are

The data controller responsible for your personal information is:

Looop Digital Advertising Corp.

Registered address: 677 N Washington Blvd #57, Sarasota, FL 34236

Contact: andras.n@hilooop.com

Data Protection Officer: Andras Nikl

2. Data we collect

We collect the following categories of personal information:

Category	Examples	Source
Account & identity	Email address, password (stored only as a salted hash), account role	You
Connected business assets	Facebook Pages, ad accounts, and Business Manager / asset IDs you authorize	Meta APIs
Marketing & campaign data	Ad campaigns, performance metrics, audiences, creatives, menus, and content you manage through looop	Meta, Google & TikTok APIs; you
Usage & technical	IP address, device/browser type, log data, feature usage, cookies	Automatically

We create and authenticate looop accounts using your email address and a password — we do not use Facebook Login or any social login to sign you in. We do not collect or store payment or billing information through the Service.

3. Meta platform data

looop uses Meta's Graph APIs so you can connect and manage your advertising assets from within looop. After you create a looop account, you may choose to connect Meta on the Integrations screen. When you authorize the looop app, Meta's permission dialog shows you exactly which permissions you are granting. We request only the following:

- ads_read — to read the performance metrics of the ad accounts and campaigns you authorize.
- ads_management — to create, publish, and manage the campaigns you choose to run through looop.
- pages_show_list — to list the Facebook Pages you manage so you can select which one to advertise from.

We do not use Facebook Login to create or sign in to looop accounts, and we do not request access to your profile details, friends, messages, or organic Page content. We use Meta data solely to provide the looop Service to you. Our use of information received from Meta APIs follows the Meta Platform Terms and Developer Policies. We do not sell Meta data, use it for unrelated advertising, or transfer it except as described in this policy.

4. How we use your data

- To create and authenticate your account with your email and password.
- To provide, operate, and improve the looop Service and its automation features.
- To connect and manage the Meta, Google, and TikTok business assets you authorize.
- To generate campaign content, recommendations, and insights — including by sending the marketing and business data you provide to third-party AI providers (see Section 6) that process it on our behalf to produce those outputs.
- To analyze campaign performance and produce the reports you request.
- To provide support, send service-related communications, and ensure security.
- To comply with legal obligations and enforce our terms.

5. Legal basis for processing (GDPR)

Where the GDPR applies, we rely on the following legal bases:

- Contract — to provide the Service you sign up for.
- Consent — for the permissions you grant when connecting Meta, Google, or TikTok, and for optional marketing communications; you may withdraw consent at any time.
- Legitimate interests — to secure, maintain, and improve the Service, balanced against your rights.
- Legal obligation — to meet accounting, tax, and regulatory requirements.

6. Sharing & disclosure

We do not sell your personal information. We share it only with:

- Service providers / sub-processors that process data on our behalf under contract, namely: Anthropic (Claude AI — generating campaign content and insights); OpenAI (text embeddings for semantic search); and our cloud hosting and object-storage providers (Amazon Web Services).
- Advertising and data platforms, to the extent required to operate the integrations you authorize: Meta, Google (Google Ads, Google Places, and Google Business Profile), TikTok, PredictHQ (local events), and OpenWeatherMap / Open-Meteo (weather).
- Authorities, where required by law or to protect rights, safety, and security.
- A successor in the event of a merger, acquisition, or asset sale.

7. Data retention

We keep personal information only as long as needed to provide the Service and meet legal obligations. Account and connected-asset data is retained while your account is active and deleted within 30 days after account closure, unless a longer period is required by law. Tokens for Meta, Google, and TikTok access are revoked when you disconnect an asset or delete your account.

8. Data deletion

How to delete your data.

You can have your data removed in either of these ways:

- Remove the app from Facebook: go to your Facebook Settings & privacy → Settings → Business Integrations (or Apps and Websites), remove “looop,” which revokes our access to your Meta data.
- By request: email andras.n@hilooop.com with the subject “Data Deletion Request.” We will confirm and complete deletion within 30 days.

Data deletion instructions URL: https://hilooop.ai/data-deletion/

9. Your rights

Subject to applicable law, you have the right to:

- Access the personal data we hold about you and request a copy (portability).
- Correct inaccurate data or complete incomplete data.
- Delete your data (“right to be forgotten”).
- Restrict or object to certain processing, and withdraw consent.

- Lodge a complaint with your local data protection supervisory authority.

California residents: under the CCPA/CPRA you have rights to know, delete, correct, and opt out of “sale”/“sharing.” We do not sell or share your personal information as those terms are defined. To exercise any right, contact andras.n@hilooop.com.

10. International data transfers

We may process data using providers located in the United States, the European Economic Area, and elsewhere. Where data is transferred across borders, we rely on appropriate safeguards such as the EU Standard Contractual Clauses or an applicable adequacy decision.

11. Security

We apply technical and organizational measures — encryption in transit, access controls, and secure token storage — to protect your information. No method of transmission is completely secure, but we work to protect your data and to notify you and regulators of breaches where required.

12. Children

looop is a business tool not directed to children. We do not knowingly collect data from anyone under 18. If you believe a child has provided us data, contact us and we will delete it.

13. Changes to this policy

We may update this policy from time to time. Material changes will be posted here with a revised “Last updated” date, and where required we will notify you directly.

14. Contact us

Questions or requests about this policy or your data:

Email: andras.n@hilooop.com

Postal: 677 N Washington Blvd #57, Sarasota, FL 34236

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