

Midiarack Privacy Policy

Effective Date: June 13, 2025

Last Updated: June 13, 2025

Midiarack is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you use our website, platform, and related services.

1. Who We Are

Midiarack is a media marketplace that helps businesses find, compare, and book marketing inventory — from billboards to print ads — in one place.

We operate under Midiarack Ltd, a company registered in Ghana.

2. What Information We Collect

We collect information in three ways: when you provide it to us, automatically through the platform, and from third-party services.

a.

Information You Provide

- Account Information: Name, email address, phone number, business name
- Profile Data: Company description, profile photo, role/title
- Listings or Bookings: Media assets, pricing, descriptions, availability
- Payment Info: Bank or mobile money details (processed via secure payment partners)
- Support Queries: Messages and feedback sent to us

b.

Information We Collect Automatically

- Device type, IP address, browser type
- Pages visited, time spent on site, interactions

- Cookies and other tracking technologies

c.

Information from Third Parties

- Verification data from payment gateways or mobile money aggregators
- Analytics from platforms like Google, Meta, or LinkedIn

3. How We Use Your Information

We use your information to:

- Deliver, maintain, and improve our services
- Process listings, bookings, and payments
- Match advertisers with the right media owners
- Communicate with you (support, updates, promotions)
- Prevent fraud, abuse, and policy violations
- Comply with legal obligations

4. Who We Share Your Information With

We only share your data when necessary and never sell it.

We may share data with:

- Verified advertisers or media owners, only to fulfill bookings
- Payment processors (e.g., Paystack, Nsano, MTN MoMo)
- Analytics providers (Google Analytics, Hotjar)
- Regulatory or law enforcement agencies if legally required

5. Your Rights and Choices

You have the right to:

- Access the data we have about you
- Correct inaccurate data
- Request deletion of your personal information (unless required for legal reasons)
- Object to certain uses (e.g., marketing)
- Withdraw consent where we rely on it

To make any of these requests, email us at: legal@midiarack.com

6. How We Protect Your Information

We use industry-standard security measures to protect your data, including:

- SSL encryption
- Role-based access control
- Secure cloud infrastructure
- Regular vulnerability assessments

However, no system is 100% secure. If we detect any data breach that affects you, we'll notify you in line with applicable laws.

7. Data Retention

We retain your data as long as:

- Your account is active
- It's needed to provide services or resolve disputes
- It's required by law (e.g., financial regulations)

When no longer needed, we securely delete or anonymize your data.

8. International Transfers

If you access Midiarack from outside Ghana, please note your data may be transferred to and stored in servers located in Ghana or other jurisdictions.

9. Children's Privacy

Midiarack is not designed for children under the age of 18. We do not knowingly collect data from minors.

10. Changes to This Policy

We may update this policy from time to time. If we make significant changes, we'll notify you via the platform or email. The most current version will always be available on our site.

11. Contact Us

If you have questions or concerns about this policy, contact:

Email: operations@midiarack.com

Subject line: Privacy Policy Inquiry