

MARKTY AI PRIVACY POLICY

MARKTYAI YAPAYZEKA TEKNOLOJİLERİ VE YAZILIM ANONİM ŞİRKETİ (“Markty AI” or “Company”) values the privacy and protection of your personal data. This Privacy Policy explains how we collect, use, protect, and process your personal data in accordance with the Regulation EU2016/679-General Data Protection Regulation (“GDPR”), the Data Protection Act 2018 (“UK GDPR”), and other applicable laws.

1. Our Privacy Principles

- **Lawfulness, Fairness, and Transparency**
We process personal data in compliance with applicable laws and in a fair and transparent manner.
- **Data Minimization**
We collect all data necessary for specific purposes, ensuring it is limited and relevant to those purposes.
- **Transparency**
We inform you clearly about which personal data we collect and why.
- **Security**
We implement appropriate technical and organizational measures to protect personal data and regularly update these measures.
- **Respect for Your Rights**
We respect your data protection rights under GDPR, UK GDPR and other applicable laws.

2. Personal Data We Collect

When you use our services, products, or visit our website, we may collect the following types of personal data:

- **Identity Data** (Name, surname, and other identifying information)
- **Contact Data** (Email address, phone number, billing or delivery addresses)
- **Usage Data** (Information on how you use our services and products, including IP address, browser type, device information)
- **Marketing Preferences** (Preferences regarding marketing communications)
- **Application Data** (Information submitted in applications for services, employment, or other interactions)

We use your data to provide and improve our services, communicate with you, process requests, and comply with legal obligations.

3. Cookies

We use cookies to enhance your experience on our website.

- **Strictly Necessary Cookies**
Essential for website functionality (login, security, navigation). Do not require consent.
- **Preferences/Functional Cookies**
Remember user preferences (language, region). Require consent.
- **Statistics/Analytics Cookies**
Collect information on site usage and traffic (e.g., Google Analytics 4). Require consent.
- **Marketing/Targeting Cookies**
Track behavior to deliver personalized advertising. Require consent.



You can manage cookie preferences via your browser settings or our cookie banner/settings. Refusing cookies may limit some features. For more details, see our Cookie Policy.

4. Sharing Your Data

Your personal data may be shared only when necessary for service provision or as required by law.

- Service Providers, Partners, and Suppliers
- Public Authorities and Regulatory Bodies

5. Data Security

We implement technical and organizational measures to protect personal data against unauthorized access, alteration, loss, or disclosure, including encryption, access restrictions, firewalls, and regular audits.

6. Children's Privacy

Our services are intended for users aged 18 and over. We do not knowingly collect personal data from children under 18. Any personal data inadvertently collected from children will be deleted or anonymized.

7. Third-Party Links

Our services or products may contain links to third-party websites or services. Markty AI is not responsible for the content, privacy practices, or services of these third parties. We encourage you to review their privacy policies before using them.

8. AI and Prompt Data

Data you provide in prompts or generated outputs may be processed to maintain service quality, security, and prevent misuse.

- Personal data will not be used for general model training without your explicit consent.
- Limited human review may occur for debugging or security purposes.
- Data may be processed by multiple LLM/model providers (OpenAI, Anthropic, Google, etc.) under the Company's instructions.
- Measures such as masking, anonymization, data minimization, and retention limits are applied to sensitive data.

You can manage your AI data preferences (e.g., opting out of human review or model training) by adjusting your settings.

9. GDPR and UK GDPR Rights

Under the GDPR and UK GDPR, you have the following rights regarding your personal data:

- **Access:** Know whether we process your data.
- **Rectification:** Correct inaccurate or incomplete data.

- **Erasure ("Right to be Forgotten"):** Request deletion of personal data.
- **Restriction of Processing:** Limit the processing of your personal data.
- **Data Portability:** Receive your data in a structured, machine-readable format.
- **Objection:** Object to processing for marketing or other purposes.



Withdrawal of Consent: Withdraw consent at any time without affecting prior processing.

To exercise your rights, use our designated web form.

10. Policy Updates

We may update this Privacy Policy from time to time. Changes take effect when published on our website. Significant changes will be communicated as appropriate. Continued use of our services constitutes acceptance of the updated policy.

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11. Google Services Integration

When you connect a Google service in Markty, you grant the OAuth scopes listed below. You can revoke access at any time at <https://markty.ai/integrations> (Disconnect button) or at <https://myaccount.google.com/permissions>.

Google Calendar

Scopes used:

- <https://www.googleapis.com/auth/calendar.app.created>
- <https://www.googleapis.com/auth/calendar.readonly>

The `calendar.app.created` scope lets Markty create and manage a single dedicated “Markty Content” calendar in your Google account. Every post you schedule in Markty appears as an event on that calendar with the post preview in the description. Drag-rescheduling or deletion of those events in Google Calendar is reflected back in Markty. With this scope, Markty cannot read or modify your other Google calendars or events.

The `calendar.readonly` scope lets Markty read events on your primary calendar so it can suggest marketing campaigns tied to your upcoming events (product launches, sales, pop-ups, webinars, holidays). Event titles, times, and descriptions are read on demand and are not stored persistently in Markty’s database — only the resulting suggestion text and status are persisted.

What we store: encrypted OAuth tokens (access and refresh); the Google event IDs of events Markty itself created (so we can update or delete them when you reschedule or cancel a post); calendar suggestions as text records (event title, suggestion prompt, status) tied to your account.

What we never do: read, modify, or delete events on calendars other than the dedicated Markty Content calendar; share Google calendar data with third parties; sell calendar data; or use Google user data to train, retrain, or fine-tune AI or machine-learning models.

12. AI Processing of Google Data

Data obtained through Google APIs (event titles and descriptions on your primary calendar) is sent to OpenAI’s API for classification of marketing relevance. OpenAI does not train on API data per OpenAI’s API data usage policy at <https://openai.com/policies/api-data-usage-policies>. Markty does not use, transfer, or sell Google user data for AI/ML model training. We do not retain Google calendar event data after classification.