Social Nexum Privacy Policy

1. Introduction & Data Controller Information
Welcome to **Social Nexum** ("we," "our," or "us"). Social Nexum operates a two-sided marketplace platform connecting brands/businesses ("Brands") with influencers and content creators ("Creators").

We respect your privacy and are committed to protecting your personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and applicable electronic communications regulations.

This Privacy Policy explains how we collect, use, store, disclose, and protect personal data when you visit our website, register an account, list services, communicate via our platform, or participate in campaigns.

- **Data Controller:** Social Nexum Ltd
- **Contact Email:** info@socialnexum.co.uk
- **Data Protection Officer / Privacy Lead Contact:** info@socialnexum.co.uk
- **Main Jurisdiction:** United Kingdom

2. Information We Collect
We collect personal data directly from you, automatically through your use of the platform, and from third-party partners (such as payment processors and social media networks).

A. Information Provided Directly by Users

- **Account Registration Data:** Full name, business name, work/personal email address, password, phone number, physical location, and account role (Brand or Creator).
- **Creator Profile & Storefront Data:** Public bios, creator categories, social media handles (e.g., Instagram, TikTok, YouTube, X), portfolio items, media kits, listed services, and base pricing.
- **Brand Profile Data:** Company details, industry, business website, logo, and active campaign objectives.
- **Campaign & Opportunity Board Postings:** Campaign briefs, deliverables, budget details, geographic targets, and messaging submitted to the public Opportunity Board.
- **Communications & Agreement Terms:** Direct chat messages between Brands and Creators, custom offers, agreed milestone deadlines, usage rights terms, and revision details.
- **Dispute Centre Evidence:** Screenshots, submitted work, correspondence logs, and formal claims submitted during campaign disputes.

- **Feedback & Reviews:** Ratings, performance reviews, and public feedback left following completed collaborations.

B. Information Collected Automatically

- **Device & Usage Data:** IP addresses, browser type, operating system, referring URLs, pages viewed, clickstream data, and timestamp logs.

- **Cookies & Tracking:** Data collected via necessary, functional, and analytical cookies regarding your interaction with our marketplace platform.

C. Information Received from Third Parties

- **Stripe Payment Data:** While payment details are handled directly by Stripe (see Section 6), we receive transaction metadata including transaction IDs, payment status (pending, held, or released), payout history, and risk assessment indicators.

- **Connected Social Media Metrics:** Follower counts, publicly available account statistics, and profile data retrieved when Creators connect or verify their social accounts.

3. Lawful Bases and How We Use Your Data

Under UK GDPR, we must have a valid legal basis to process your personal data. Below are the primary purposes and legal grounds for processing:

Purpose / Activity	Type of Data	Lawful Basis (UK GDPR)
Account Creation & Marketplace Management	Profile, Account, Contact	**Contractual Necessity:** Required to fulfill our contract to provide marketplace services.
Facilitating Search & Discovery	Creator Listings, Pricing, Social Links	**Contractual Necessity & Legitimate Interests:** To allow Brands to find Creators and vice versa.
Processing Payments & Pending Funds	Transaction Metadata, Billing Details	**Contractual Necessity & Legal Obligation:** To process fees, release payouts, and comply with tax laws.
Live Chat & Campaign Contracting	Chat Logs, Deal Terms, Briefs	**Contractual Necessity:** To allow negotiation, formalize campaign agreements, and track milestones.
Dispute Resolution & Evidence Review	Chat Records, Deliverables, Dispute Submissions	**Legitimate Interests:** To mediate disputes, prevent fraud, and ensure contract enforcement.

Public Reputation & Ratings	User Reviews, Ratings, Completed Campaigns	**Legitimate Interests:** To build trust, authenticity, and platform integrity across the ecosystem.
Platform Analytics & Improvement	Device/Usage Data, Search Logs	**Legitimate Interests:** To optimize matching algorithms, fix bugs, and enhance user experience.
Marketing & Promotional Communications	Email, Name	**Consent:** You can withdraw consent at any time via the unsubscribe link.

4. Public Information & Marketplace Visibility

Social Nexum is a two-sided marketplace designed to connect brands and creators. By design, certain information is publicly visible or accessible to authenticated users:

- **Creator Profiles:** Profile picture, display name, bio, social media accounts, audience characteristics, available services, prices, portfolio, and public ratings are visible to all users.
- **Opportunity Board Postings:** Brand campaign listings, brief summaries, budget ranges, and platform requirements are visible to registered Creators browsing opportunities.
- **User Reviews:** Reviews and star ratings left by Brands or Creators upon campaign completion are permanently attached to public profiles.

5. Payments and Financial Data (Stripe Connect)

Social Nexum uses **Stripe Connect** as its primary payment processor and electronic money infrastructure to secure pending campaign funds and execute payouts.

- **No Direct Card Storage:** Social Nexum **does not** store or handle credit/debit card numbers or bank account numbers directly on its servers. All financial payment details are collected and stored securely by Stripe Payments UK Limited.
- **Verification & KYC Compliance:** To receive payouts, Creators must complete Identity Verification (Know Your Customer / Anti-Money Laundering) directly through Stripe's onboarding interface. Stripe acts as an independent data controller for regulatory compliance data.
- **Pending Transaction Flow:** Campaign funds collected from Brands are held securely in pending status by Stripe until deliverables are verified and approved, or until a dispute is formally resolved.
- You can review Stripe’s privacy practice at https://stripe.com/gb/privacy.

6. Communication Logs & Dispute Centre

To safeguard both Brands and Creators, Social Nexum provides an integrated live chat

system and a dedicated Dispute Centre.

- **Message Monitoring:** Messages sent via our internal chat system may be scanned or reviewed by Social Nexum staff or automated system checks for security, fraud prevention, safety monitoring, and verifying agreed campaign terms.

- **Dispute Resolution Processing:** If a party opens a formal dispute in the Dispute Centre, Social Nexum customer support and dispute managers will access chat logs, agreement terms, campaign briefs, submitted deliverables, and uploaded evidence to render a fair resolution under our platform Terms of Service.

7. Data Sharing & Third-Party Processors
We do not sell your personal data. We share personal information only with service providers who assist in operating our platform under strict Data Processing Agreements (DPAs):

- **Payment Gateways:** Stripe Payments UK Ltd (Payment processing, KYC, and marketplace payout distribution).

- **Cloud Infrastructure & Database Hosting:** Cloud hosting providers (e.g., AWS, Google Cloud) located within the UK or European Economic Area (EEA).

- **Communication & Analytics Tools:** Third-party transactional email vendors, customer support software, and web analytics tools.

- **Legal & Regulatory Authorities:** We may disclose personal data if required by UK law, legal proceedings, court orders, or requests from regulatory authorities (e.g., HMRC, ICO, or law enforcement).

8. International Data Transfers
If we transfer your personal data outside the United Kingdom or the European Economic Area (EEA), we ensure appropriate safeguards are implemented in accordance with UK GDPR. This includes using:

- UK International Data Transfer Agreements (IDTAs) or UK Addendums to the EU Standard Contractual Clauses (SCCs).

- Service providers located in countries officially recognized as providing an adequate level of data protection.

9. Data Retention
We keep your personal information only for as long as necessary to fulfill the purposes for which it was collected, including satisfying legal, accounting, tax, or reporting requirements:

- **Active Accounts:** We retain your profile data, services, and chat history while your account remains active.

- **Completed Campaign & Financial Data:** Transaction records, invoices, and dispute resolution files are retained for **6 years** following transaction completion to satisfy UK tax and accounting laws.

- **Deleted Accounts:** If you close your account, your personal profile data will be permanently anonymized or erased within **30 days**, unless retention is legally required. Publicly posted reviews left on other profiles may remain anonymized to preserve platform reputation accuracy.

10. Your Data Protection Rights (UK GDPR)
If you are located in the UK or EEA, you possess specific legal rights regarding your personal information:

- **Right of Access:** You have the right to request a copy of the personal data we hold about you.

- **Right to Rectification:** You can update or correct inaccurate or incomplete profile data directly via your account settings.

- **Right to Erasure ("Right to be Forgotten"):** You can request the deletion of your personal account data, subject to ongoing legal/tax retention rules.

- **Right to Restrict Processing:** You may request that we temporarily restrict the processing of your data under specific conditions.

- **Right to Data Portability:** You can request a machine-readable export of your personal data and portfolio data.

- **Right to Object:** You have the right to object to processing based on our legitimate interests or direct marketing.

- **Right to Withdraw Consent:** Where processing relies on consent, you may withdraw your consent at any time.

To exercise any of these rights, please email us at **privacy@socialnexum.com**.

11. Cookies & Tracking
We use standard cookies and tracking technology to maintain secure login sessions, remember user preferences, and compile aggregated analytics.

- **Essential Cookies:** Necessary for core marketplace navigation, account authentication, and secure checkout.

- **Analytical Cookies:** Used to evaluate how visitors interact with search filters, campaign listings, and profiles so we can improve platform speed and utility.

- You can manage your cookie preferences through your web browser settings.

12. Security Measures
We implement industry-standard technical and organizational security measures to protect your personal information against unauthorized access, loss, or alteration. These measures include SSL/TLS encryption for data in transit, encrypted database storage, strict role-based access controls, and continuous server security monitoring.

13. Changes to This Privacy Policy
We may update this Privacy Policy from time to time to reflect platform upgrades, legal updates, or changes to operational workflows. We will notify you of material changes by posting an update on our website, updating the "Effective Date," or sending an email notification to registered account holders.

14. Contact Us & Complaints
If you have questions, concerns, or requests regarding this Privacy Policy, please contact our team:

- **Email:** info@socialnexum.co.uk
- **Company Name:** Social Nexum Ltd

If you are unsatisfied with how we handle your data, you have the right to lodge a complaint with the UK data protection authority:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Website: https://ico.org.uk

Helpline: 0303 123 1113