

Privacy Policy for 1Link Blog

Last Updated: July 02, 2025

This Privacy Policy explains how 1Link Nigeria Media Team (“we,” “us,” or “our”), the operator of <https://1link.org.ng> (the “Website”), collects, uses, discloses, and protects personal information from users (“you”). We are committed to safeguarding your privacy in accordance with the Nigeria Data Protection Regulation (NDPR) 2019 and other applicable laws. By accessing or using the Website, you consent to the practices described in this Privacy Policy, our Terms and Conditions (<https://1link.org.ng/legal/terms.pdf>), and our Cookie Policy (<https://1link.org.ng/legal/cookies.pdf>).

1. Information We Collect

We collect the following types of personal information when you interact with the Website:

1.1 Information You Provide:

- **Account Creation:** When you register for an account to post comments, submit content, like, or share posts, we collect your name, email address, username, and optional social profile or website links.
- **User-Generated Content:** Information you include in comments or posts submitted for admin approval.
- **Contact Inquiries:** Information provided when you contact us via helpdesk@1link.org.ng, such as your name, email address, and message content.

1.2 Automatically Collected Information:

- **Analytics Data:** We use tools like Google Analytics to collect data such as IP addresses, browser type, device information, pages visited, and time spent on the Website.
- **Cookies and Tracking Technologies:** We use cookies, tracking pixels, and similar technologies (e.g., via Google AdSense and affiliate links) to analyze usage and deliver personalized advertisements, as detailed in our Cookie Policy (<https://1link.org.ng/legal/cookies>).

1.3 Third-Party Information: If you interact with social media platforms (e.g., sharing content via social media buttons), those platforms may

collect additional data, subject to their own privacy policies.

2. How We Use Your Information

We use your personal information for the following purposes:

- To create and manage user accounts, enabling you to comment, submit content, like, or share posts.
- To improve the Website's functionality, content, and user experience based on analytics data.
- To deliver personalized advertisements through Google AdSense and affiliate marketing programs.
- To respond to your inquiries or feedback sent to helpdesk@llink.org.ng.
- To monitor and enforce compliance with our Terms and Conditions, including moderating user-generated content.
- To comply with legal obligations under Nigerian law, including the NDPR.

3. Legal Basis for Processing

Under the NDPR, we process personal information based on the following legal grounds:

- **Consent:** Your consent to this Privacy Policy and our Cookie Policy when using the Website or creating an account.
- **Contract:** To fulfill our obligations under the Terms and Conditions (e.g., providing account access).
- **Legitimate Interests:** To improve our services, analyze Website usage, and deliver relevant advertisements.
- **Legal Obligation:** To comply with applicable laws, such as data protection or consumer protection regulations in Nigeria.

4. Sharing and Disclosure of Information

We may share your personal information in the following circumstances:

- **Third-Party Service Providers:** With trusted providers (e.g., Google Analytics, Google AdSense, hosting services) that assist with Website operations, analytics, or advertising, subject to their privacy policies.
- **Social Media Platforms:** When you share content via social media buttons, those platforms may collect and process your data under their own policies.
- **Legal Requirements:** To comply with Nigerian laws, court orders, or government requests, or to protect our legal rights.

- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your data may be transferred to a successor entity, subject to GDPR compliance.

We do not sell your personal information to third parties.

5. Data Security

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, loss, or misuse, in compliance with GDPR requirements. However, no online platform can guarantee absolute security, and you share information at your own risk.

6. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or to comply with legal obligations. For example:

- Account data is retained for the duration of your account or until you request deletion.
- Analytics data is retained in anonymized form for up to 26 months, per Google Analytics' default settings.
- User-submitted content (e.g., comments) is retained until removed by us or at your request.

You may request deletion of your data by contacting helpdesk@link.org.ng.

7. Your Rights

Under the GDPR, you have the following rights regarding your personal information:

- **Access:** Request details about the personal data we hold about you.
- **Rectification:** Request correction of inaccurate or incomplete data.
- **Deletion:** Request deletion of your data, subject to legal retention requirements.
- **Objection:** Object to certain processing activities, such as targeted advertising.
- **Data Portability:** Request a copy of your data in a structured, machine-readable format.

To exercise these rights, contact us at helpdesk@llink.org.ng. We will respond within the timelines required by the NDPR (typically 30 days).

8. Cookies and Tracking Technologies

We use cookies, tracking pixels, and similar technologies to enhance Website functionality, analyze usage, and deliver advertisements. For details, including how to manage cookies, please review our Cookie Policy at <https://llink.org.ng/legal/cookies>.

9. Third-Party Links

The Website contains links to third-party websites or services (e.g., social media platforms, affiliate partners). We are not responsible for the privacy practices or content of these third parties. Please review their privacy policies before interacting with them.

10. International Data Transfers

As the Website primarily targets Nigerian users, most data processing occurs within Nigeria. If any data is transferred internationally (e.g., via third-party services like Google Analytics), we ensure compliance with NDPR requirements for cross-border data transfers.

11. Updates to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Updates will be posted at <https://llink.org.ng/legal/privacy.pdf>, and registered users will be notified via email or a notice on the Website. Continued use of the Website after updates constitutes acceptance of the revised policy.

12. Contact Information

For questions, concerns, or to exercise your data protection rights, please contact:

lLink Nigeria Media Team

Email: helpdesk@llink.org.ng