



NELO ADVERTISING LTD

PRIVACY POLICY

Privacy and data protection information for neloadvert.com.

22 AUGUST 2026
[NELOADVERT.COM](https://neloadvert.com)



PRIVACY & DATA PROTECTION

Nelo Advertising Ltd Privacy Policy

WEBSITE neloadvert.com	LAST UPDATED 22 August 2026	COMPANY NUMBER 16675452
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1 About Nelo

Nelo Advertising Ltd (“Nelo”, “we”, “us” or “our”) is a digital advertising technology company operating a connected ecosystem of advertising, creator-commerce and creator education technology products.

The Nelo ecosystem includes:

NeloPro: our Cultural Intelligence creator-commerce technology, designed to help brands and creators build more relevant relationships around brand identity, customer culture, community and trust.

Retaila: our advertising and retail intelligence technology, designed to help businesses understand advertising activity, competitive creative intelligence and commercial opportunities.

NeloVacity: our creator learning and development platform, focused on helping creators develop professional capabilities including understanding Brand DNA, audience cultural fit, community activation and brand collaboration.

Nelo also provides services including creator campaigns, UGC, influencer marketing, community activation and paid media.

This Privacy Policy explains how Nelo Advertising Ltd collects, uses, stores and protects personal information when you interact with neloadvert.com or contact Nelo.

2 Who Is Responsible for Your Data?

For personal information processed through this website, the data controller is:

Nelo Advertising Ltd

England and Wales

Email: marketing@neloadvert.com

Location: United Kingdom

Company number: 16675452

3 Information We May Collect

Depending on how you interact with Nelo, we may collect:

- Name and contact information
- Email address and telephone number
- Company, job title and business information
- Creator type and content category
- Location
- Social-media profile or handle
- Languages you voluntarily provide
- Information submitted through creator, brand or contact forms
- Campaign enquiries
- Communications with Nelo
- Newsletter preferences
- Website usage and device information
- IP address and browser information
- Cookie and analytics information



- Records of consent and preferences

Information required by NeloPro, Retaila or NeloVacity after you register for those products may be governed by additional product-specific privacy notices.

4 Why We Use Your Information

We may process personal information to:

- Respond to enquiries;
- review creator applications;
- contact creators about further vetting;
- identify potential creator opportunities;
- onboard brands and business partners;
- provide Nelo services;
- operate and improve our website;
- manage customer and creator relationships;
- provide requested communications;
- prevent misuse, fraud and security incidents;
- comply with legal obligations;
- analyse website performance; and
- send marketing communications where legally permitted.

We will not use personal information for an incompatible purpose without an appropriate legal basis.

5 Our Lawful Bases

Depending on the processing activity, Nelo may rely upon:

Contract: where processing is necessary to provide a service or take steps requested before entering a contract.

Legitimate interests: where necessary for appropriate business operations, security, service improvement or relevant business communications and those interests are not overridden by your rights.

Consent: where you have actively agreed to particular processing, such as certain marketing or non-essential cookies.

Legal obligation: where processing is required by applicable law.

6 Creator Applications

Submitting a **Join as a Creator** form does not guarantee acceptance, vetting approval, campaign participation or paid work.

We may use information submitted to:

- review initial suitability;
- communicate with you;
- invite you to further onboarding or vetting;
- identify potentially relevant opportunities; and
- administer the creator community.

More detailed information may be requested if you progress to formal NeloPro onboarding or campaign vetting.

7 Nelo Ecosystem

Information may be processed across relevant parts of the Nelo ecosystem where necessary to provide a service you request.

This may involve NeloPro, Retaila or NeloVacity functionality.



Where a product collects materially different categories of information or uses information for materially different purposes, users should receive an appropriate product-specific privacy notice.

8 Cultural and Community Information

Nelo's products may involve cultural and community intelligence.

Where information concerning cultural identity, heritage, community or other potentially sensitive characteristics is requested, Nelo will apply additional safeguards and determine the appropriate lawful basis and, where applicable, special-category processing condition.

Providing optional identity information should be clearly distinguished from mandatory account information.

Nelo should not infer or process sensitive identity information merely because someone visits neloadvert.com.

9 AI and Automated Technologies

Nelo may use AI-assisted technologies within its products and operations.

Where personal information is used for profiling or automated decision-making that produces legal or similarly significant effects, Nelo will provide additional information and appropriate safeguards where required.

10 Sharing Personal Information

We may share information where necessary with appropriate categories of recipients such as:

- authorised Nelo personnel;
- cloud and hosting providers;
- website infrastructure providers;
- analytics providers;
- communications providers;
- payment providers;
- professional advisers;
- technology suppliers;
- brands or creators where necessary for an authorised collaboration; and
- regulators or authorities where legally required.

We do **not sell personal information** as a standalone commercial product.

11 International Transfers

Some technology providers may process information outside the UK.

Where UK personal information is transferred internationally, Nelo will use an applicable lawful transfer mechanism and safeguards where required.

12 Data Retention

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, contractual, accounting, security and dispute-resolution requirements.

Different categories of information may have different retention periods.

13 Security

Nelo uses proportionate organisational and technical safeguards designed to protect personal information against unauthorised access, alteration, loss, disclosure or destruction.

These may include:

- access controls;
- authentication;
- encryption where appropriate;



- secure hosting;
- restricted administrative access;
- backups;
- security monitoring; and
- incident-management procedures.

No internet-based system can guarantee absolute security.

14 Cookies

neloadvert.com may use strictly necessary cookies and, subject to appropriate consent, analytics, functionality or marketing technologies.

Visitors should be able to manage applicable cookie preferences.

A separate **Cookie Policy** may accompany this Privacy Policy.

15 Your UK Data Protection Rights

Depending on the circumstances and lawful basis, you may have rights relating to:

- access;
- rectification;
- erasure;
- restriction;
- portability;
- objection;
- withdrawal of consent; and
- safeguards relating to certain automated decisions.

You can contact Nelo to exercise applicable rights.

16 Marketing

Where required, Nelo will obtain appropriate consent before sending electronic direct marketing.

You may unsubscribe using the mechanism provided in a marketing communication or contact us directly.

Withdrawing marketing consent does not affect other processing carried out on another lawful basis.

17 Third-Party Websites

Our website may contain links to third-party platforms.

Their processing practices are governed by their own privacy policies. Nelo is not responsible for the privacy practices of independent third-party websites.

18 Changes to This Policy

We may update this Privacy Policy when our services, products, technologies or legal obligations change.

The current version will be published on neloadvert.com with its effective or last-updated date.