

Terms & Privacy Policy

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These Terms and this Privacy Policy govern your use of this website and the purchase of Google Ads strategy services from Kongskov Web Services. By placing an order, you acknowledge that you have read, understood, and agree to be bound by the provisions set out below. We encourage you to review this page carefully before completing a purchase.

1. About Kongskov Web Services

Kongskov Web Services provides customized Google Search Ads advisory services. When you submit an order through this website, we process the information you provide in order to prepare and deliver a personalized advertising strategy tailored to your business. All inquiries and purchases are handled in a professional capacity, and we take reasonable care to ensure that your information is treated with appropriate confidentiality throughout the engagement.

2. Personal data we collect

When you place an order, we collect and store only the following information:

- Your full name
- Your email address
- Your webpage URL
- Your described advertising goal (as entered in the order form)
- Order and payment metadata necessary to process your purchase (including order amount, currency, payment status, and payment provider reference identifiers)
- Timestamps recording when the order was created and last updated

We do not collect phone numbers, physical addresses, or payment card details on this website. Payment card information is handled exclusively by our third-party payment provider, Viva.com, and is not stored by Kongskov Web Services. We do not collect any personal data beyond what is listed above.

3. How your data is stored and protected

The personal data listed in Section 2 is stored in a secured database environment and is kept behind a firewall. Access to this data is restricted to authorized personnel solely for the purpose of fulfilling your order, communicating with you regarding delivery, and maintaining accurate business records. We take commercially reasonable technical and organizational measures to protect your information against unauthorized access, loss, or misuse.

4. Purpose and legal basis

Your personal data is processed for the purpose of fulfilling your order, delivering the purchased strategy, communicating with you about your purchase, and maintaining records of completed transactions. Processing is based on the performance of a contract with you and, where applicable, our legitimate interest in operating and administering our business in a lawful and orderly manner.

5. Retention

We retain your information for as long as is reasonably necessary to fulfill the purposes described above — including delivery of the service, handling of any follow-up correspondence, and compliance with applicable bookkeeping or legal obligations. Thereafter, data that is no longer required will be deleted or anonymized in accordance with our ordinary retention practices.

6. Your rights

Subject to applicable data protection law, you have the right to request access to, correction of, deletion of, or restriction of the processing of your personal data. You may also object to certain forms of processing where permitted by law. To exercise these rights, please contact us by email at primary@magnuskongskov.dk. We will respond to legitimate requests within a reasonable timeframe.

7. Nature of the service and delivery

Upon purchase, Kongskov Web Services prepares a customized Google Ads strategy for your business. Delivery is made as a PDF file. The PDF contains a comprehensive guide with exact keywords, headers, and a budget strategy to be used in connection with your Google advertising activities.

The customer is solely responsible for setting up and maintaining their own Google Account. Kongskov Web Services does not create, manage, or administer Google Accounts on behalf of customers, and does not place or run advertisements on the customer's behalf unless separately and expressly agreed in writing.

The current expected delivery time is always displayed on this website (including on the order form). At present, the expected delivery window is 2–4 days from the date of purchase. This estimate is updated as operational capacity changes, and the figure shown on the website at the time of order should be regarded as the applicable indication of delivery time.

If delivery has not been made within fourteen (14) days of purchase, the order will be cancelled and the customer will be entitled to a full refund of the amount paid.

8. Refunds and cancellation

Because the service is a customized product prepared specifically for the individual customer, refunds are generally not provided. Work on your strategy may commence immediately after purchase. Accordingly, the usual fourteen-day (14-day) right of withdrawal that may otherwise apply to consumers in the European Union does not apply to this service, as it constitutes a customized product made to the customer's specifications.

Refunds may, however, be granted on a discretionary basis where the customer requests a refund before delivery of the product has started. Once preparation of the strategy has begun, the purchase is in principle final, subject only to the late-delivery cancellation right described in Section 7 and to any other remedy that cannot be excluded under mandatory applicable law.

9. No guarantee of return on investment

Kongskov Web Services does not guarantee a full return on investment, or any particular level of revenue, leads, conversions, or other commercial result, when purchasing or implementing Google Ads. Advertising on Google involves inherent commercial risk, and that risk rests entirely with the customer. Results depend on numerous factors outside our control, including without limitation the quality of the customer's website, product or service offering, pricing, competition, market conditions, and the customer's own implementation of the strategy provided.

Any illustrative figures, examples, or past performance descriptions appearing on this website are provided for general informational purposes only and shall not be construed as a promise, warranty, or assurance of future results. By purchasing the service, you expressly acknowledge and accept that buying and running ads on Google is undertaken at your own risk.

10. Pricing and payments

All monetary values displayed on this website are denominated in United States dollars (USD), unless expressly stated otherwise. Prices shown at the time of purchase are the prices applicable to your order.

Payments are processed by our payment provider, Viva.com (Viva Payment Services S.A. and affiliated entities). When you complete a purchase, you will be redirected to Viva.com's secure checkout environment to enter your payment details. Kongskov Web Services does not receive or store your full payment card information. Your use of Viva.com's payment services is also subject to Viva.com's own terms and privacy

policy.

11. Third-party terms

Google Ads, Google promotional offers, advertising credits, and related Google products are subject to Google's own terms and conditions. Kongskov Web Services is not affiliated with, endorsed by, or acting as an agent of Google LLC or its affiliates, except insofar as may be separately disclosed. Any eligibility for Google offers or credits is determined solely by Google.

12. Contact

If you have questions regarding these Terms, this Privacy Policy, your order, or the processing of your personal data, please contact Kongskov Web Services at primary@magnuskongskov.dk. We will endeavour to assist you promptly and professionally.