

Fast Thinking Evolve Marketing Platform

Terms of Use

Last updated: June 2025

Plain English Summary

This document sets out the terms you agree to when using the Fast Thinking Evolve Marketing Platform. It explains how your data is handled, your responsibilities as a user, and how we work with industry standards like the IAB Transparency and Consent Framework.

These Terms of Use (“Terms”) govern your access to and use of the Fast Thinking Evolve Marketing Platform (“Platform”), provided by Fast Thinking Limited (“Fast Thinking”, “we”, “us” or “our”). By creating an account or using the Platform, you agree to be bound by these Terms.

You can contact us any time at support@fast-thinking.co.uk.

1. Who We Are

Fast Thinking Limited (company number: 05198978) is a marketing technology and services company registered in the UK. Our registered office is at:

1 Mill View, Mill Road, Cobham, Surrey, KT11 3AL, UK

2. Platform Access

The Platform is provided to marketers to review, manage and optimise marketing assets across channels. Access is granted to authorised users only. You must:

- Keep your login credentials confidential
- Only use the Platform for business purposes as agreed
- Notify us immediately of any unauthorised access or suspected breach

3. Data Roles and Responsibilities

- Fast Thinking acts as a **data processor** for any personal data processed by the Platform on your behalf.

- You (the customer) are the **data controller** and are responsible for ensuring a lawful basis for processing, including obtaining appropriate user consent where required.
- For data collected via the Fast Thinking Evolve Marketing Platform, you must ensure that consent mechanisms (e.g. CMPs) are correctly implemented on your digital properties.

4. Consent and Compliance (IAB TCF)

The Platform is designed to be compatible with the IAB Transparency and Consent Framework (TCF v2.2). We:

- Support reading of consent strings from TCF-compliant Consent Management Platforms (CMPs).
- Pass consent signals on to third-party tags (e.g. DoubleClick, ad servers).
- Do not use cookies or device fingerprinting to collect Personal Data (Personal Data as defined by GDPR).

5. Data Collected

- The Platform does not collect or store personally identifiable data about end users viewing your ads or visiting your websites.
- We do not co-mingle or combine user level data across different accounts; your data remains isolated and processed solely on your behalf.
- We store aggregated event and log-level data (such as views, clicks, bounce rates) on your behalf. This aggregated, non-user-level data is used to improve the Platform and benefit all Platform users.
- We retain log-level data for up to 6 months. Aggregated data may be stored indefinitely.

6. Account and Company Data

We store platform user account data (name, email, avatar, password) and associated company information. This is handled as a data controller in line with our [Privacy Policy](#).

7. Security and Infrastructure

The Platform is hosted and secured using Amazon Web Services (AWS) in London. Subprocessors involved in delivering the Platform are listed [here](#).

The Platform is secured using encryption in transit and at rest, with strict access controls enforced through role-based permissions.

8. Legal Agreements

By using the Platform, you also agree to:

- Our [Privacy Policy](#)
- Our [Data Processing Agreement \(DPA\)](#)

9. Termination

Fast Thinking may suspend or terminate your access to the Platform at any time for misuse, breach of these Terms, or security concerns. Data will be retained or deleted in accordance with our agreements and retention policy.

10. Intellectual Property

All content, templates, and code within the Platform remain the property of Fast Thinking or its licensors unless otherwise agreed in writing.

11. Changes to These Terms

We may update these Terms from time to time. We will notify you of material changes. Continued use of the Platform indicates acceptance of the updated Terms.

12. Governing Law

These Terms are governed by English law. Any disputes shall be subject to the exclusive jurisdiction of the courts of England and Wales.

13. Data Subject Rights

You may have rights under applicable data protection laws regarding your personal information. Please refer to our Privacy Policy for more information [here](#).

For questions or support, please contact support@fast-thinking.co.uk.