

Access model

No passwords. We access client accounts only through the platforms' official consent systems; at no step does a password reach us.

- Google Ads: OAuth 2.0 (adwords scope). The access token is encrypted with AES-256-GCM and kept only on the server; the client revokes it with one click.
- Google Drive: no client OAuth. A YUEN-owned service account sees only the folder the client shares, read-only; access ends when sharing is removed.
- Meta (Facebook & Instagram): Facebook Login for Business; ad read/manage, Page and Instagram business account permissions. Nothing is published until app approval is complete.
- Artificial intelligence: Anthropic Claude models are called only with the data needed for the current request; data is not used for training; the provider keeps it only briefly for safety purposes, without permanent storage. Recommendations go through expert approval.
- Data use: YUEN may use de-identified, aggregated statistics to improve the service and its recommendation rules; identifiable client data is not used for model training.

What we see, what we never see

WHAT WE CAN ACCESS	WHAT WE CAN NEVER ACCESS
Campaigns, budgets, targeting	Passwords
Performance: spend, reach, clicks, conversions	Personal profile, messages, friends
Ad creatives and copy	Payment method / card details
Page statistics (followers, reach, engagement)	Identities of followers
Only the shared Drive folder	Other unconnected accounts and the rest of Drive

Retention periods

DATA	PERIOD
Google / Meta access tokens	Deleted immediately when the connection is removed and revoked on the platform
Ad metrics (campaign, keyword, search term)	24 months
Drive file list cache	10 minutes; temporary copy for publishing at most 1 hour
Messages, attachments, content calendar, appointments	24 months
AI analysis and chat records (clients)	24 months
Free analysis requests (site address, email, report)	6 months (not client data)
Invoices and financial records	10 years (Turkish Tax Procedure Law); anonymised when the account is deleted
Session and activity logs	24 months
Aggregated, de-identified statistics	Indefinite (contains no personal data)

Deletion

- Remove access (instant): Portal > My connections. The token is deleted and revoked on the Google / Meta side.
- Delete my account (30 days): Portal > My account. Can be withdrawn within 30 days; when the period ends the user, the company and all linked records are deleted; invoices are kept de-identified.
- By e-mail: agencyyuen@gmail.com – completed within 30 days at the latest. Instructions page: yuenagency.com.tr/en/veri-silme

Technical security layers

- Encrypted token storage: access tokens are encrypted with AES-256-GCM; the key lives only in a server environment variable.
- Row-level security (RLS): each client sees only their own data, each expert only their assigned clients; the rule is enforced in the database.
- Server-side business logic: all writes and API calls run on the server; no keys or secrets reach the browser.
- HTTPS: all traffic is encrypted with TLS; HSTS is enabled.
- Least-privilege principle: only the scopes required for the job are requested (Drive read-only, Ads write only when needed).
- Service account method (Drive): the client does not connect a Google account; folder sharing is the single source of authorisation.
- Weekly backups; daily as we grow: an automatic pg_dump backup every Sunday at 03:00, kept for 8 weeks in an encrypted private store; deleted data is not restored from backups.
- Access and change logs: who, when, what and why for every change; visible to the client in the portal.

Sub-processors

PROVIDER	ROLE	LOCATION
Supabase	Database, authentication, file storage	EU (Frankfurt)
Vercel	Application hosting	Global CDN, functions EU/US
Google, Meta	Advertising and content platforms (data source)	US
Anthropic	AI models (not used for training; kept briefly for safety purposes)	US
Resend / SMTP	Notification e-mails	EU/US

Contact

Data controller: Ali Enes Keskin (YUEN Digital Agency) · Sırapapılar Mah. Hastane Cad. Hulusi Kayaoğlu İşhanı No:17 İç Kapı No:3, Merkezefendi / Denizli, Türkiye · agencyyuen@gmail.com · +90 552 999 02 58 · Privacy: yuenagency.com.tr/en/gizlilik · Security: yuenagency.com.tr/en/guvenlik

Ali Enes Keskin (YUEN Digital Agency) · agencyyuen@gmail.com · yuenagency.com.tr/en/guvenlik · This summary is for information only; it does not replace a contract. The Turkish text is the binding version.

Ali Enes Keskin (YUEN Digital Agency) · Sırapapılar Mah. Hastane Cad. Hulusi Kayaoğlu İşhanı No:17/3, Merkezefendi / Denizli
Pamukkale VD / 5460637343
0552 999 02 58 · agencyyuen@gmail.com · yuenagency.com.tr