

PRIVACY POLICY

Effective Date: 22 February 2026

1. Introduction

Welcome to **S. L. Media Link (Pvt) Ltd.**

S. L. Media Link (Pvt) Ltd (“Company”, “we”, “our”, or “us”) operates the website **paththareads.lk** (the “Service”).

This Privacy Policy explains how we collect, use, safeguard, and disclose information when you use our Service.

We collect your information primarily to forward advertisement details to relevant publishers in order to publish your advertisements in their publications. By using our Service, you agree to the collection and use of information in accordance with this Privacy Policy.

Our **Terms and Conditions**, together with this Privacy Policy, constitute your agreement with us (“Agreement”).

2. Definitions

For the purposes of this Privacy Policy:

- **Service** means the website paththareads.lk operated by S. L. Media Link (Pvt) Ltd.
 - **Personal Data** means any information relating to an identified or identifiable living individual.
 - **Usage Data** means data collected automatically, either generated by the use of the Service or from the Service infrastructure (for example, the duration of a page visit).
 - **Cookies** are small files stored on your computer or mobile device.
 - **Data Controller** means the natural or legal person who determines the purposes and means of processing personal data. For the purpose of this Privacy Policy, we are the Data Controller.
 - **Data Processor (Service Provider)** means any natural or legal person who processes data on behalf of the Data Controller.
 - **Data Subject** means any living individual who is the subject of Personal Data.
 - **User** means the individual using our Service (corresponds to the Data Subject).
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3. Information Collection and Use

We collect information necessary to publish advertisements with relevant publishers and to provide and improve our Service.

4. Types of Data Collected

4.1 Personal Data

While using our Service, we may require you to provide certain personally identifiable information necessary to submit your advertisement to publishers (“Personal Data”), including but not limited to:

- Email address
- Full name
- Phone number
- Address (City, State, etc.)
- Cookies and Usage Data
- NIC Document
- Birth Certificate
- Geamasewaka (GS) Certificate
- Death Certificate.

We may use your Personal Data to contact you regarding your advertisement, account, updates, or promotional materials. You may opt out of marketing communications at any time by clicking the unsubscribe link in emails.

4.2 Usage Data

We may collect information that your browser sends whenever you visit our Service or access it via any device.

This may include:

- IP address
 - Browser type and version
 - Pages visited
 - Date and time of visit
 - Time spent on pages
 - Device identifiers
 - Operating system information
 - Diagnostic data
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4.3 Tracking Cookies Data

We use cookies and similar tracking technologies (such as beacons, tags, and scripts) to track activity on our Service and store certain information.

You may instruct your browser to refuse all cookies or to notify you when a cookie is sent. However, disabling cookies may affect certain functionalities of the Service.

Types of Cookies We Use:

- **Session Cookies** – To operate the Service
 - **Preference Cookies** – To remember user preferences
 - **Security Cookies** – For security purposes
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5. Use of Data

We use collected data for the following purposes:

1. To provide and maintain our Service
 2. To process and forward advertisement details to publishers
 3. To notify you about changes to our Service
 4. To allow participation in interactive features
 5. To provide customer support
 6. To improve and analyze our Service
 7. To monitor Service usage
 8. To detect, prevent, and address technical issues
 9. To fulfill purposes for which you provide information
 10. To send account-related notifications (renewals, confirmations, etc.)
 11. For any other purpose with your consent
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6. Retention of Data

We retain Personal Data only as long as necessary for the purposes stated in this Privacy Policy, including:

- Complying with legal obligations
- Resolving disputes
- Enforcing agreements

Usage Data is generally retained for a shorter period unless required for security or legal purposes.

7. Disclosure of Data

We may disclose your Personal Data in the following situations:

7.1 Advertisement Processing

Your advertisement details may be shared with relevant publishers for the purpose of publishing your advertisement.

7.2 Legal and Protection Purposes

We may disclose information if necessary to:

- Comply with legal obligations
- Protect the rights, property, or safety of the Company, customers, or others
- Prevent fraud or technical issues

8. Security of Data

We use commercially reasonable security measures to protect your Personal Data. However, no method of internet transmission or electronic storage is 100% secure, and we cannot guarantee absolute security.

9. Analytics

We may use third-party Service Providers to monitor and analyze the use of our Service to improve performance and user experience.

10. Payments

Payment Processing

We may offer paid products and/or services within the Service. All transactions are processed securely through **PayHere (Private) Limited**, a Central Bank-approved payment gateway provider in Sri Lanka. We do not collect or store your full payment card details. Payment information is entered directly on PayHere's secure platform and is handled in accordance with

their privacy and security practices. For more information, please review PayHere's [Privacy Policy](#).

Payment Gateway

PayHere (Private) Limited

PayHere maintains bank-backed payment infrastructure and supports multiple secure payment methods and networks, including Frimi, Genie, JustPay, LankaPay, Sampath Vishwa, DFCC Virtual Wallet, LankaQR, Visa, Mastercard, American Express, and Discover.

PayHere and its partner banking institutions implement industry-standard security controls, including PCI DSS-compliant payment processing (through acquiring partner banks) and ISO/IEC 27001-aligned information security management practices, to ensure secure handling and transmission of payment data.
of payment information.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on this page with an updated "Effective Date." Where appropriate, we may notify you via email or SMS before changes become effective.

We encourage you to review this Privacy Policy periodically.

12. Contact Us

If you have any questions about this Privacy Policy, please contact us:

 **Email:** paththareads@gmail.com
