Non-Disclosure Agreement

Digital Tapas Ltd, trading as PPC.io · ppc.io/nda · 15 November 2026

This agreement is already signed by us. You don't need to sign it or send it back. It protects you from the moment you give us access to an ad account or send us information.

If your company needs its own NDA, email it to **stewart@ppc.io** and we'll sign that instead.

1. Who this agreement is between

We are Digital Tapas Ltd, trading as PPC.io, a company registered in Scotland with company number SC792296.

You are the business that gives us access to an ad account, an analytics account or any other information so that we can prepare a video teardown, an audit or a proposal.

2. What is confidential

Everything we see through the access you give us, and everything you send us. That includes your account data, ad spend, search terms, keywords, conversion and sales data, customer lists, prices, plans, and the fact that you asked us for a teardown.

It does not include information that:

- is public, or becomes public through no fault of ours;
- we already had before you shared it, without a duty to keep it confidential;
- someone else gives us lawfully, without a duty to keep it confidential;
- we develop on our own without using your information.

3. What we promise

1. We use your information only to prepare your teardown, audit or proposal, and to talk to you about it.
2. We share it only with our own staff and contractors who need it for that work, and who are bound by confidentiality terms at least as strict as these.
3. We protect it with at least the care we use for our own confidential information, and never less than reasonable care.
4. We change nothing in your account. We ask only for read-only access.
5. We never name you as a client or a prospect, in public or to anyone else, without your written permission.
6. We never share your information with another client, and never use it to train an AI model.
7. Your teardown video goes only to you, on a private link. We never publish it.

We do some of the work with software tools, including AI tools. We use them only under business terms that keep your data confidential and do not let the provider train models on it.

4. When the law requires disclosure

If a law, a court or a regulator requires us to disclose your information, we disclose only what is required. Where the law allows, we tell you first, so that you can object.

5. When the work ends

You can remove our access at any time. When you do, or when you ask us, we stop using your information. Within 30 days we delete the copies we hold, except copies the law requires us to keep and backups that delete on their normal schedule. Those copies stay covered by this agreement.

6. How long this agreement lasts

Our duties last for 3 years from the last day we had access to your information. For anything that is a trade secret, they last for as long as it stays a trade secret.

7. Nothing else is agreed

This agreement does not oblige you to hire us, and it does not oblige us to work for you. It gives us no licence or right to your information beyond what section 3 allows.

8. If we break it

You may seek an interdict, or any other court order that stops a breach, as well as damages.

9. Law

Scots law governs this agreement, and the courts of Scotland have jurisdiction over it.

Signed

For and on behalf of Digital Tapas Ltd

Stewart Dunlop

Stewart Dunlop, Director

Signed electronically on 15 November 2026