

Data Deletion Instructions

LoomDeck — deleting your account, workspace, and connected-tool data

Document Type	Data Deletion Instructions (operational)
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Published At	https://loomdeck.io/data-deletion (Meta Data Deletion Instructions URL)
Owner	Heinoux Jakobus Roux, Founder and Director
Version	v1.0
Effective Date	4 July 2026
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Related Documents	Privacy Policy (POLICY_Compliance_PrivacyPolicy_POPIA-GDPR_v2.0); Terms of Service (POLICY_Legal_TermsOfService_LoomDeck_v2.0)
Escalation Status	PENDING LEGAL COUNSEL REVIEW

ESCALATION REQUIRED: These instructions are published at loomdeck.io/data-deletion and are relied on for Meta app review. The deletion timelines (7 days for email requests, 30-day backup rotation, 90-day account-data window in the Privacy Policy) are operational commitments that have not yet been reviewed by legal counsel or tested against a real deletion run. Review together with the Privacy Policy before 31 August 2026; once reviewed, update to v1.1 and remove this notice.

1. What LoomDeck Stores About You

When you connect a marketing tool (Meta / Facebook, Instagram, HubSpot, Google) to LoomDeck, we store the following on our EU-hosted infrastructure (Hetzner EU; Supabase, Frankfurt):

- OAuth access and refresh tokens, encrypted at rest with AES-256-GCM;
- the provider account identifiers we connected (e.g. Meta ad account ID, GA4 property ID, HubSpot hub ID);
- the scopes you granted and the time the connection was made; and
- the email address and workspace name you signed up with.

We do not store your Facebook password, phone number, friend list, or private messages, and we do not read content from any page or ad account outside the scopes you explicitly granted.

2. How to Request Deletion

Deletion can be triggered in two ways, in order of speed:

- **In-app (per provider):** log in at loomdeck.io/login, go to Integrations, and click Disconnect on the provider you want removed. The stored token for that provider is deleted immediately.
- **Email (full workspace deletion):** send a deletion request from the email address on your workspace to hjr@nexbdm.com with the subject line “Data Deletion Request”. Include the workspace email and, if applicable, the provider(s) you want disconnected. This removes your workspace record, all connected integration tokens, and all cached data.

3. How Long Deletion Takes

- In-app disconnection: immediate.
- Email requests: actioned within 7 calendar days of receipt.
- Backups: rotated on a 30-day schedule; deleted data is removed from backups within 30 days of the deletion being actioned.

4. Platform-Specific Notes

- **Facebook / Instagram (Meta):** deleting your LoomDeck workspace or disconnecting Meta inside LoomDeck removes the token we hold; it does not delete anything on Meta’s side. To also revoke LoomDeck from your Facebook account, go to Facebook Settings → Business Integrations and remove LoomDeck.
- **Google (GA4):** revoke LoomDeck from your Google account at myaccount.google.com/permissions.
- **HubSpot:** uninstall the LoomDeck app from your HubSpot account under Settings → Integrations → Connected Apps.

5. Confirmation

After deletion, we send a confirmation email to the address on the workspace within 7 days. If you did not receive confirmation, reply to your original request or email hjr@nexbdm.com and we will respond within one business day.

6. Data Controller Contact

NexBDM (Pty) Ltd, Registration No. 2026/250171/07

37 Monterey Place, 140 Griffiths Road, Pretoria 0184, South Africa

Data controller: Heinoux Jakobus Roux, Director — hjr@nexbdm.com

Retention periods and your rights under POPIA and GDPR are set out in the Privacy Policy at loomdeck.io/privacy.

Version History

Version 1.0: 4 July 2026: Initial publication, matching the page live at loomdeck.io/data-deletion.

Document Control

Version: 1.0

Effective Date: 4 July 2026

Owner: Heinoux Jakobus Roux, Founder and Director

Review Cycle: 180 days, or immediately on a change to what LoomDeck stores or the deletion process

Status: Active — pending legal counsel review