Palasil Content Removal

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Palasil

Palasil is a service of Terahold S.r.l. ("Terahold"). This page explains how brands, people shown in newsletters and other rights holders can ask Terahold to remove newsletters from the Palasil inspiration feed, and how anyone can report illegal content stored in the Service. Capitalised terms not defined on this page have the meaning given in the Terms of Service, available at palasil.com/legal.

This page is published in English and Italian. In case of conflict, the English version prevails.

In this page, "Working Day" means a day from Monday to Friday, other than Italian national public holidays and 21 May (feast of the patron saint of Verona).

1. The inspiration feed

1.1 Palasil offers its customers a feed of commercial newsletters that brands send to their subscribers, which Terahold receives by subscribing its address feed@palasil.com. The newsletters are shown to customers as images, without active links or tracking pixels, with the name of the sender brand, the sender address and the date indicated by the sender. Terahold also keeps the text of the newsletters, which the AI agent of Palasil analyses when a User asks it to; the agent describes a newsletter in its own words and refuses to copy it. Customers may use the feed only as an internal reference and may not copy, reuse or publish its content.

1.2 Every night Terahold deletes from Palasil the newsletters received more than 12 months earlier, together with the images created from them, their text and the references to them in the Brand kit. The feed mailbox keeps the original messages for 30 days after receipt and then deletes them automatically. The tool that collects the newsletters from the mailbox, operated by n8n GmbH, keeps a copy of each collection for about 30 days and then deletes it automatically.

2. Who can request removal

2.1 Brands: a brand can ask for the removal of its newsletters from the feed. The request must be sent from an email address on the brand's domain, or be accompanied by a document showing that the requester is entitled to act on behalf of the brand.

2.2 People shown in a newsletter: a person who appears in a newsletter, for example as a model or testimonial, can ask for the removal of the newsletters in which he or she appears, on the basis of his or her rights to image and to the protection of personal data.

2.3 Other rights holders: anyone holding rights in content shown in a newsletter, such as a photographer, an agency or a trademark owner, can ask for the removal of the newsletters containing that content, stating the right relied on. Section 4.3 applies.

3. How to request removal

3.1 Write to legal@palasil.com, indicating:

a) the name of the brand and the sender address of its newsletters;

b) which newsletters you want removed, for example by date or subject, or that you want all newsletters of the brand removed;

c) your name, your role and, if you write for a brand or for another rights holder from an address that is not on its domain, the document showing your entitlement to act;

d) for people shown in a newsletter, enough information to identify the newsletters concerned;

e) for other rights holders, the right relied on and the content concerned.

4. What Terahold does

4.1 Terahold confirms receipt of the request by email within 2 Working Days and removes the newsletters within 5 Working Days of receiving a complete request.

4.2 Where a request comes from a brand, Terahold also unsubscribes its feed address from the brand's newsletters, removes the newsletters already collected and adds the sender domain of the brand to an exclusion list. The exclusion applies to the domain and to its subdomains, has no expiry date, and prevents the brand's newsletters from being collected. The exclusion applies to the domain registered by the brand, such as "brand.co.uk", and cannot apply to a public suffix such as "co.uk" or "com". Terahold lifts the exclusion only on written request of the brand; after it is lifted, only newsletters received afterwards enter the feed.

4.3 Where a request comes from a person shown in a newsletter or from another rights holder, Terahold removes the newsletters concerned. The brand is not added to the exclusion list unless the brand itself requests it.

4.4 Where Terahold cannot immediately verify the entitlement of the requester, it removes the newsletters as a precaution while it completes the verification.

4.5 Terahold informs the requester of the outcome by email. If Terahold decides not to proceed with a request, in whole or in part, it states the reasons; the requester can ask for a new examination by writing to legal@palasil.com with any additional information, without prejudice to the right to bring the matter before the courts or the competent authorities, including the data protection authority for requests concerning personal data.

4.6 The removal covers every copy that Terahold controls: the images and the text kept in Palasil, the references to the newsletter in the Brand kit and the copies kept by the collection tool. Palasil asks the collection tool to delete its copies up to three times; any copy that is not deleted is recorded and is deleted automatically by that tool within about 30 days of the collection. Terahold deletes the original messages from the feed mailbox; in any event the mailbox deletes them 30 days after receipt.

4.7 To prevent a removed newsletter from being collected again, Terahold keeps only its technical message identifier, without any content, for 90 days.

4.8 Each removal, exclusion and lifting of an exclusion is recorded in Terahold's internal administration log, with the person who carried it out, the date, the sender, the number of newsletters and the person who requested it. The log is kept for 12 months.

4.9 Requests are examined and decided by Terahold staff, without automated decision tools.

5. Other requests

5.1 Anyone can report content stored in a Brand Workspace of the Service that he or she considers illegal by writing to legal@palasil.com, indicating:

a) the reasons why the content is considered illegal;

b) the exact location of the content or, where the notifier does not know it, the information needed to identify the content, such as the brand and the email or element concerned;

c) his or her name and email address;

d) a statement that the information and allegations in the notice are accurate and complete to the best of his or her knowledge, given in good faith.

5.2 Terahold confirms receipt of a notice under Section 5.1 by email within 2 Working Days. Terahold staff examine the notice in a timely, diligent, non-arbitrary and objective manner, without automated decision tools, and Terahold informs the notifier of its decision and of the available means of redress. Where Terahold removes or restricts content of a customer, it informs the customer with a statement of reasons, as provided in Section 21.3 of the Terms of Service and in Section 9 of the Acceptable Use Policy.

5.3 To exercise rights on personal data, write to privacy@palasil.com, as described in the Privacy Policy.

6. Changes

6.1 Terahold updates this page when it changes how removal requests are handled. The current version is available at palasil.com/legal/content-removal, and the previous versions remain available in the archive at palasil.com/legal/archive.