

Privacy Policy

PostDigita

Effective Date: July 13, 2026

1. Introduction

Welcome to PostDigita. We respect your privacy and are committed to protecting your personal data. This privacy policy explains how we collect, use, and safeguard your information when you visit our website, engage with our marketing services, or communicate with us. It also outlines your privacy rights and how the law protects you under the UK General Data Protection Regulation (UK GDPR).

For the purposes of data protection legislation, PostDigita acts as both a Data Controller (when managing our own business contacts and marketing) and a Data Processor (when managing campaigns, leads, and analytics on behalf of our home improvement clients).

2. The Data We Collect

We may collect, use, store, and transfer different kinds of personal data about you, which we have grouped together as follows:

- **Identity and Contact Data:** Includes first name, last name, business name, job title, billing address, email address, and telephone numbers.
- **Financial Data:** Includes bank account and payment card details for processing service fees.
- **Transaction Data:** Includes details about payments to and from you, and other details of the marketing services you have purchased from us.
- **Technical and Usage Data:** Includes internet protocol (IP) address, browser type and version, time zone setting, browser plug-in types, operating system, and information about how you use our website.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from us and our third parties, and your communication preferences.

3. How We Collect Your Data

We use different methods to collect data from and about you, including through:

- **Direct Interactions:** You may give us your Identity, Contact, and Financial Data by filling in forms, corresponding with us by post, phone, email, or through social media platforms like LinkedIn.
- **Automated Technologies:** As you interact with our website, we may automatically collect Technical Data about your equipment and browsing actions using cookies and server logs.
- **Third Parties or Publicly Available Sources:** We may receive personal data about you from analytics providers, advertising networks, and public registers (such as Companies House).

4. How We Use Your Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of a Contract:** Where we need to perform the marketing and lead generation services we are about to enter into or have entered into with you.
- **Legitimate Interests:** Where it is necessary for our legitimate business interests (or those of a third party), and your interests and fundamental rights do not override those interests.
- **Legal Obligation:** Where we need to comply with a legal or regulatory obligation.
- **Consent:** We rely on consent as a legal basis for sending third-party direct marketing communications to you via email or text message. You have the right to withdraw consent at any time.

5. Client Lead Processing

When acting as a Data Processor for our clients, we process lead and customer data strictly in accordance with documented instructions from the client (the Data Controller). We implement appropriate technical and organizational measures to ensure the security and confidentiality of this data during lead generation and campaign management activities.

6. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

7. Data Retention

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure, and whether we can achieve our purposes through other means.

8. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data, including the right to:

- Request access to your personal data (a "data subject access request").
- Request correction of the personal data that we hold about you.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing of your personal data.
- Request the transfer of your personal data to you or to a third party.
- Withdraw consent at any time where we are relying on consent to process your personal data.

9. Contact Details

If you have any questions about this privacy policy or our privacy practices, please contact us at:

PostDigita
{Address Pending}
luke@postdigita.com
07934 742248

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.