

# Privacy Policy

**Last updated: 30 December 2025**

Blink Socials (“we”, “us”, “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you use our website [www.blinksocials.com](http://www.blinksocials.com).

---

## 1. Who We Are

Blink Socials trades from:  
**4 Queen Street**  
**Newcastle-under-Lyme**  
**Staffordshire**  
**ST5 1ED**  
United Kingdom

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us via our website.

---

## 2. Information We Collect

We may collect and process the following personal data:

- **Identity and contact data** – such as your name, email address, telephone number, business name, or other details you provide when completing a contact form or making an enquiry
- **Technical data** – including IP address, browser type and version, operating system, and device information
- **Usage data** – information about how you use our website, including pages visited and time spent on the site
- **Marketing and communications data** – your preferences for receiving marketing communications from us

We do not knowingly collect personal data relating to children under the age of 16.

---

## 3. How We Use Your Information

We use your personal data to:

- Respond to enquiries and communicate with you
- Provide and manage our services

- Improve our website, content, and user experience
  - Send marketing communications where you have consented
  - Meet legal, regulatory, or contractual obligations
- 

## 4. Lawful Basis for Processing

We process your personal data under the following lawful bases, as defined by UK GDPR:

- **Consent** – where you have actively agreed to us processing your data
  - **Contract** – where processing is necessary to provide services you have requested
  - **Legitimate interests** – where processing supports our business operations and does not override your rights
  - **Legal obligation** – where processing is required by law
- 

## 5. Cookies Policy

### What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help websites function correctly, improve performance, and provide information about how visitors use the site.

### How We Use Cookies

We use cookies to:

- Ensure the website works properly
- Understand how visitors interact with our website
- Improve website performance and content
- Monitor traffic and usage patterns

### Types of Cookies We May Use

- **Strictly necessary cookies** – required for the website to function
- **Analytics cookies** – help us understand how visitors use our website (for example, through services like Google Analytics)
- **Functionality cookies** – remember preferences and settings

We do **not** use cookies to collect sensitive personal data.

### Managing Cookies

You can choose to accept or reject cookies through your browser settings. You can also delete cookies already stored on your device. Please note that disabling cookies may affect how the website functions.

---

## **6. Sharing Your Data**

We do not sell, trade, or rent your personal data.

We may share your information with trusted third parties such as:

- Website hosting and IT service providers
- Analytics and marketing service providers
- Professional advisers (legal, accounting, or compliance services)
- Authorities where required by law

All third parties are required to process your data securely and in accordance with data protection laws.

---

## **7. Data Security**

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, misuse, or disclosure.

While we take data protection seriously, no online transmission of data is completely secure, and we cannot guarantee absolute security.

---

## **8. Data Retention**

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or reporting requirements.

---

## **9. Your Data Protection Rights**

Under UK data protection law, you have the right to:

- Request access to your personal data
- Request correction of inaccurate or incomplete data
- Request deletion of your personal data
- Object to or restrict how your data is processed
- Withdraw consent at any time

- Lodge a complaint with the Information Commissioner's Office (ICO)

Further information is available at **[www.ico.org.uk](http://www.ico.org.uk)**.

---

## **10. Third-Party Links**

Our website may include links to third-party websites. We are not responsible for the content or privacy practices of those websites.

---

## **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be published on this page, with the updated date shown at the top.