Privacy Policy

Effective date: 1st November 2026

Blink Global Services Limited (company number 16703364), registered in England and Wales. Registered office: The Barns, Caverswall Common, Caverswall, Stoke-on-Trent, Staffordshire ST11 9EU. Trading address: Unit 6b, Phoenix Works, 500 King Street, Stoke-on-Trent, Staffordshire ST3 1EZ. Telephone: 01782 939079. Email: hello@blinkdigital.uk. Website: www.blinkdigital.uk.

1. Controller and contact

Blink Global Services Limited is the controller of personal information used for its own website, sales and administration. ICO registration number: ZC229550. Contact us using the details in this notice. Where we process client data solely on instructions, the client is normally the controller.

2. Information collected

Depending on your interaction, we may collect names, business and contact details, account credentials, order and billing information, payment references, correspondence, project materials, IP addresses, device information and website activity. Information may come directly from you, your organisation, public business sources or authorised service providers. Do not send unnecessary sensitive information.

3. Purposes and lawful bases

We use information to respond to enquiries and fulfil orders (contract or pre-contract steps for individuals; legitimate interests for business contacts), administer accounts and protect systems (legitimate interests), meet tax and legal obligations (legal obligation), and send marketing or use optional tracking where consent is required (consent). Legitimate interests include operating our business, preventing fraud and managing client relationships, balanced against individual rights.

4. Marketing

We send electronic marketing only where permitted by UK GDPR and PECR, including consent or an applicable soft opt-in for eligible existing customers. Corporate marketing is subject to applicable rules and opt-out rights. You can unsubscribe at any time or email us. We do not make marketing consent a condition of purchase.

5. Recipients

Where necessary, information may be shared with payment providers, hosting and IT suppliers, communications and analytics providers, professional advisers, contractors and authorities. Processors must act under appropriate contracts. Payment providers may act as independent controllers. We do not authorise suppliers to use client data for unrelated purposes.

6. International transfers

Where information is transferred outside the UK, we use applicable adequacy regulations or appropriate safeguards such as the UK International Data Transfer Agreement or UK Addendum, with transfer risk assessment where required. Contact us for information about relevant safeguards.

7. Retention

We retain information only as necessary for the relevant purpose, contractual obligations, legal requirements and dispute resolution. Accounting records are generally retained for six years where required. Enquiries, marketing records and technical logs are reviewed against their purpose; minimal suppression records may be kept to honour opt-outs.

8. Security

We use proportionate organisational and technical safeguards, restricted access and secure handling. No system is completely secure. Please report suspected security incidents promptly.

9. Your rights

Subject to applicable conditions, you may request access, correction, erasure, restriction, portability or object to processing. You may withdraw consent at any time without affecting prior lawful processing. You have an absolute right to object to direct marketing. We normally respond within one month, subject to lawful extensions and identity verification.

10. Required information and decisions

Information necessary to process an order or comply with law must be provided; otherwise we may be unable to supply services. We do not intend to make solely automated decisions with legal or similarly significant effects through ordinary website checkout.

11. Complaints

Contact us first if you have concerns. You may also complain to the Information Commissioner’s Office at ico.org.uk or 0303 123 1113. This notice may be updated as our practices change.