

THE DIGITAL GLASS PRIVACY POLICY

Effective date: 30 June 2026

Privacy Policy

At The Digital Glass, we believe your personal information should be treated with the same care and respect that we would expect for our own.

We only collect the information we genuinely need to provide our services, communicate with you and operate our business. We will never sell your personal information.

This Privacy Policy explains what information we collect, why we collect it, how we use it and your rights under UK data protection law.

Who we are

The Digital Glass provides social media management, content creation and digital marketing support for businesses.

If you have any questions about this Privacy Policy or the way your personal information is handled, please contact:

The Digital Glass

kerry@thedigitalglass.co.uk

What information we collect

Depending on how you interact with us, we may collect:

- your name
- company name
- email address
- telephone number (where provided)

- information submitted through our website contact form
- information relating to enquiries about our services
- correspondence between you and The Digital Glass
- website usage information collected through cookies where applicable.

We only collect information that is relevant to providing our services or responding to your enquiry.

How we use your information

We use your information to:

- respond to enquiries
- provide our services
- prepare quotations and proposals
- communicate with clients
- manage projects
- issue invoices
- meet our legal and accounting obligations
- improve our website and services.

We will only use your information for the purpose for which it was collected.

Our lawful basis for processing

Under UK GDPR, we process personal information using one or more of the following lawful bases:

- taking steps before entering into a contract
- fulfilling our contractual obligations
- our legitimate interests in running and improving our business
- compliance with legal obligations
- your consent, where this is required.

AI-assisted working

We may use AI-powered tools to support research, idea generation, drafting and editing. These tools help us work more efficiently but do not replace professional judgement, creativity or experience. Every piece of work is reviewed, refined and approved by The Digital Glass before it is delivered or published.

Sharing your information

We do not sell or rent your personal information.

Where necessary, we may share information with trusted third-party providers who help us operate our business. These may include:

- website hosting providers
- email providers
- accounting software
- payment providers (where applicable).

These providers only receive the information necessary to perform their services and are expected to protect your information appropriately.

Email marketing

If you choose to subscribe to our marketing emails, we will only contact you with your consent.

You can unsubscribe at any time by following the unsubscribe link within our emails or by contacting us directly.

Data security

We take reasonable technical and organisational measures to help protect your personal information against unauthorised access, loss, misuse or disclosure.

Although we work hard to keep your information secure, no method of transmitting information over the internet can be guaranteed to be completely secure.

How long we keep your information

We only keep personal information for as long as necessary.

Typically:

- enquiries that do not become clients are retained for up to 12 months
- client records may be retained for up to six years to meet legal, tax and accounting obligations.

Information that is no longer required is securely deleted.

Cookies

Our website uses cookies to help provide a functional website and, where applicable, understand how visitors use it.

Please see our Cookie Policy for further information.

Your rights

Under UK GDPR you have the right to:

- request access to your personal information
- request correction of inaccurate information
- request deletion of your information in certain circumstances
- object to or restrict certain types of processing
- withdraw consent where processing is based on consent
- lodge a complaint with the Information Commissioner's Office (ICO).

To exercise any of these rights, please contact us using the email address below.

Changes to this Privacy Policy

This Privacy Policy may be updated from time to time to reflect changes to legislation or our business practices.

The latest version will always be available on our website.

Contact

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The Digital Glass

kerry@thedigitalglass.co.uk