

Privacy and Cookie Policy

Last updated: 9 July 2026

Digital Sparks respects your privacy and is committed to handling your personal information responsibly, fairly and securely.

This Privacy and Cookie Policy explains what personal information we collect, how we obtain it, why we use it, the lawful bases on which we rely and the organisations with which it may be shared. It also explains how long we keep personal information, how we protect it and the rights available to you under UK data-protection law.

The Cookie Policy section explains how Digital Sparks uses cookies and similar technologies on its website, the purposes for which they are used and how you can accept, reject or manage them.

This policy applies when you visit the Digital Sparks website, contact us, book a call, make an enquiry, subscribe to our newsletter, complete an assessment or respond to one of our advertisements. It also applies when you become a client, supply services to Digital Sparks, attend a filming session, appear in content that we produce or otherwise communicate or interact with us.

Contents

Select a section title below to jump directly to it.

Part 1 - Privacy Policy

1. Who we are

2. When this policy applies

3. The personal information we collect

3.1 Identity and contact information

3.2 Enquiries and correspondence

3.3 Client and project information

3.4 Photographs, video and audio

3.5 Newsletter and marketing information

3.6 Website and technical information

3.7 Transaction and financial information

3.8 Supplier and contractor information

4. How we collect personal information

5. How and why we use personal information

5.1 Responding to enquiries

5.2 Providing and managing our services

5.3 Account management and payments

5.4 Newsletters and direct marketing

5.5 Advertising, campaign measurement and retargeting

5.6 Testimonials, case studies and portfolio content

6. Who we share personal information with

7. International transfers

8. How long we keep personal information

9. How we protect personal information

10. Data breaches

11. Your data-protection rights

11.1 The right of access

11.2 The right to rectification

11.3 The right to erasure

11.4 The right to restrict processing

11.5 The right to object

11.6 The right to data portability

11.7 The right to withdraw consent

12. Marketing preferences

13. Automated processing and profiling

14. Social media

15. Third-party websites and services

Part 2 - Cookie Policy

16. What cookies are

17. How Digital Sparks uses cookies

18. Strictly necessary cookies

19. Functional cookies

20. Analytics cookies

21. Advertising and marketing cookies

22. Embedded content and third-party cookies

23. Browser controls

24. Email tracking

25. Data-protection complaints

26. Changes to this policy

27. Contacting Digital Sparks

PART 1 - PRIVACY POLICY

1. Who we are

Digital Sparks is the trading name of **Digital Sparks Media Services Limited**, a company registered in England and Wales under company number **16211908**.

Our registered office is:

Digital Sparks Media Services Limited

13–15 Turnham Green Terrace

Chiswick

London

W4 1RG

United Kingdom

For most of the personal information covered by this policy, Digital Sparks Media Services Limited acts as the **data controller**. This means that we decide why personal information is needed and how it will be processed.

We normally act as the data controller when we process information relating to website visitors, people who make enquiries, newsletter subscribers, prospective and existing clients, suppliers, contractors, business contacts and individuals who engage with our own marketing.

There may also be circumstances in which Digital Sparks processes personal information on behalf of one of its clients. For example, we may edit, store, schedule or publish content using information supplied by a client and solely in accordance with that client's instructions. In those circumstances, the client may be the data controller and Digital Sparks may act as its data processor.

Questions, requests and complaints concerning this policy or the way we use personal information can be submitted through the contact page on our website. Please make it clear in your message that your enquiry relates to data protection so that it can be directed to the appropriate person.

2. When this policy applies

This policy applies whenever Digital Sparks collects or uses personal information in connection with its website, services or business activities.

This includes when you visit our website, submit a contact form, book a meeting, request information about our services or communicate with us by email, telephone, social media or another channel.

It also applies when you subscribe to our newsletter, complete an online assessment or questionnaire, respond to a lead form, interact with one of our advertisements or download a resource provided by Digital Sparks.

If you become a client, this policy applies to the personal information used to onboard you, manage your account, plan and deliver your project, communicate with you, arrange filming, produce content and provide ongoing support.

The policy may also apply to people who appear in photographs, videos, audio recordings, testimonials or other content that Digital Sparks creates, edits, stores, delivers or publishes.

Where you interact with a third-party website or platform, that third party may process your information for its own purposes under its own privacy policy. This policy does not control the independent processing activities of third-party organisations.

3. The personal information we collect

The information we collect depends on your relationship with Digital Sparks and how you interact with us. We will only collect information that is reasonably relevant to our business, services, legal responsibilities or the particular interaction taking place.

3.1 Identity and contact information

When you contact Digital Sparks, we may collect your name, job title, business or employer name, email address, telephone number, postal address and social-media username or profile information.

We may also record your preferred method of contact and whether you have agreed to receive particular types of communication from us.

3.2 Enquiries and correspondence

When you complete a website form, send us an email, book a call or communicate with us through social media, we may collect the information contained in your message.

This may include details of your business, the services in which you are interested, your content or marketing requirements, your budget, your preferred timescales and information about how you heard about Digital Sparks.

We may retain records and notes from calls, meetings and correspondence so that we can respond properly, maintain continuity and keep an accurate record of our relationship with you.

3.3 Client and project information

If you become a client or represent a client, we may collect the information needed to establish, manage and deliver the relationship.

This can include business and billing details, contracts, proposals, project briefs, production schedules, brand information, target-audience information, content plans, scripts, messaging documents, filming arrangements and location details.

We may also process feedback, approvals, revision requests, correspondence, testimonials, campaign information and information relating to the delivery or performance of our services.

Where we are asked to schedule or publish content, we may require access to relevant social-media accounts, publishing platforms or digital services. Any access information should be provided using a secure method approved by Digital Sparks. You should not send passwords or other confidential access details through an unprotected website form.

3.4 Photographs, video and audio

Digital Sparks is a video and content-production company. As part of providing our services, we may collect and process photographs, video footage, audio recordings, interviews, testimonials, captions, transcripts and other production material.

This can include a person's image, voice, likeness, statements and professional information. It may also include raw footage, edited content, behind-the-scenes material and alternative versions created during the production and review process.

Where a client supplies content containing other individuals, the client is responsible for ensuring that it is permitted to provide the content to us and that any necessary permissions, privacy information and lawful bases are in place.

Where Digital Sparks is responsible for arranging a filming session or collecting information directly, we will take appropriate steps to explain how the relevant content will be used.

3.5 Newsletter and marketing information

If you subscribe to our newsletter, respond to a campaign or otherwise express an interest in Digital Sparks, we may collect your name, email address, company details, areas of interest and marketing preferences.

We may also record when and how you subscribed, the wording presented to you at the time and whether you subsequently withdrew your consent or unsubscribed.

Where permitted, our email systems may record whether a message was delivered, opened or selected and which links were used. We may use this information to understand whether our communications are relevant, improve future content and manage subscriber engagement.

3.6 Website and technical information

When you use our website, we may automatically receive technical information about your visit.

This can include your IP address, browser type and version, device type, operating system, approximate location, referral source, pages viewed, links selected and the date, time and duration of your visit.

We may also receive information about website errors, security events, form interactions, campaign attribution, cookie identifiers and advertising identifiers.

Some of this information is collected using cookies, pixels, tags, scripts and similar technologies. Further information is provided in the Cookie Policy section below.

3.7 Transaction and financial information

If you purchase services from Digital Sparks or provide services to us, we may process billing details, invoices, payment status, payment references, service history and related accounting records.

Payments may be handled by a bank, payment processor or another specialist provider. Digital Sparks does not ordinarily receive or retain complete payment-card information.

3.8 Supplier and contractor information

Where you provide services to Digital Sparks, we may collect your name, business details, contact information, payment information, invoices, contractual information and records concerning the services you provide.

Where relevant, we may also process information relating to your skills, experience, availability, access permissions and confidentiality responsibilities.

4. How we collect personal information

We normally collect personal information directly from you when you complete a form, subscribe to our newsletter, communicate with us, attend a meeting or filming session, enter into a contract or use our services.

We may also receive information through social-media platforms, advertising lead forms, booking systems, online assessments, questionnaires and campaign landing pages.

In some circumstances, we may receive information from your employer, a colleague, a client, a business partner or another person who introduces or refers you to Digital Sparks.

Our website and service providers may collect technical information automatically through cookies, pixels, scripts and similar technologies.

If you provide information relating to another person, you must make sure that you are permitted to provide it to Digital Sparks. You should also ensure that the person has received any privacy information that is required in the circumstances.

5. How and why we use personal information

Digital Sparks only uses personal information where there is a lawful reason to do so.

The lawful bases on which we most commonly rely are the performance of a contract, taking steps before entering into a contract, compliance with a legal obligation, legitimate interests and consent.

The lawful basis that applies will depend on the purpose for which the information is being used and the circumstances in which it was collected.

5.1 Responding to enquiries

We use personal information to respond to questions, arrange calls, discuss our services, understand your requirements and prepare proposals or quotations.

Where you are considering becoming a client, this processing may be necessary to take steps at your request before entering into a contract.

We may also rely on our legitimate interests in responding to genuine business enquiries, maintaining good communication and developing our business.

5.2 Providing and managing our services

When you become a client, we use personal information to onboard you, plan your project, arrange filming, develop content strategies, prepare scripts, record and edit content, manage approvals, deliver final material and provide support.

We may also use your information to schedule or publish approved content, monitor project delivery, communicate about revisions and manage the wider client relationship.

This processing will usually be necessary to perform our contract with you or the organisation you represent. We may also rely on our legitimate interests in operating efficiently, maintaining accurate project records and improving the quality of our services.

Where Digital Sparks processes information solely on a client's documented instructions, we may act as a data processor. In those circumstances, the client is responsible for establishing the appropriate lawful basis for the processing.

5.3 Account management and payments

We use personal information to prepare and administer contracts, issue invoices, record payments, maintain accounts and manage client and supplier relationships.

We may also use information to follow up overdue invoices, resolve billing queries and recover money owed to us.

This processing may be necessary to perform a contract, comply with our legal and financial obligations or pursue our legitimate interests in managing the financial affairs of the business.

5.4 Newsletters and direct marketing

Digital Sparks may use your contact information to send newsletters, content advice, company updates, invitations, relevant resources and information about our services.

We will only send electronic marketing where we are permitted to do so under applicable UK data-protection and electronic-marketing law.

Depending on the circumstances, we may rely on your consent, the electronic-marketing soft opt-in or our legitimate interests in communicating with relevant corporate and professional contacts.

Where we rely on consent, you can withdraw it at any time. Where we rely on legitimate interests, you can object to receiving direct marketing at any time.

Every marketing email will include a clear unsubscribe option. You can also ask us to stop sending marketing communications through our website contact page.

Unsubscribing from marketing will not prevent Digital Sparks from sending necessary administrative messages relating to an active enquiry, contract, filming session, project, invoice or legal matter.

After you unsubscribe, we may retain limited information on a suppression list. This enables us to record your preference and avoid sending further marketing communications to the same address.

5.5 Advertising, campaign measurement and retargeting

Where the required cookie consent has been provided, we may use website and campaign information to measure advertising performance, identify which advertisements generate enquiries and understand how visitors interact with our landing pages.

We may also use advertising technologies to create or measure audiences, retarget people who have previously shown an interest in our services, avoid repeatedly displaying the same advertisement and improve future campaigns.

This may involve technologies provided by organisations such as Google and Meta.

Advertising, behavioural tracking and retargeting technologies will not be activated through our website unless you have provided the required consent.

5.6 Testimonials, case studies and portfolio content

Digital Sparks may use approved testimonials, client content, project outcomes and behind-the-scenes material to demonstrate its experience and services.

We will only use identifiable information for these purposes where the use is covered by an agreement, release, permission, consent or another appropriate lawful basis.

Clients should tell us if particular information or project material is confidential or must not be included in Digital Sparks' portfolio, website, social-media content or marketing.

6. Who we share personal information with

Digital Sparks may share personal information with carefully selected service providers where this is reasonably necessary to operate the business or provide its services.

These providers may include customer relationship management systems, email-delivery platforms, marketing-automation providers, booking and form platforms, cloud-storage services and file-transfer services.

We may also use video-production, editing and review platforms, project-management services, social-media publishing tools, analytics providers, advertising platforms, accounting systems, payment processors and communications providers.

Personal information may be made available to authorised members of the Digital Sparks team and other project partners where they need it to complete an authorised task.

We may share information with accountants, insurers, solicitors and other professional advisers where their assistance is reasonably required.

Information may also be disclosed to courts, regulators, law-enforcement bodies, government authorities or other parties where disclosure is required by law or is necessary to protect our rights or the rights of another person.

Where Digital Sparks is involved in a sale, merger, restructuring, investment or transfer of business assets, relevant personal information may be shared with professional advisers and prospective parties to the transaction, subject to appropriate confidentiality and data-protection arrangements.

Some third-party providers act as processors on our behalf. Others may act as separate controllers for certain uses of personal information. Where another organisation acts as a separate controller, its own privacy policy will apply to its processing.

We require providers processing personal information on our behalf to use it only for authorised purposes, protect it appropriately and comply with their contractual and legal obligations.

Digital Sparks does not sell personal information.

7. International transfers

Some of the service providers, cloud platforms, social-media companies, contractors or editing partners used by Digital Sparks may be based outside the United Kingdom.

This means that personal information may be transferred to, stored in or accessed from another country.

Where personal information is transferred outside the UK, we will take reasonable steps to ensure that an appropriate legal transfer mechanism is in place where one is required.

This may include transferring information to a country covered by UK adequacy regulations, using approved contractual safeguards, using the UK International Data Transfer Agreement or the UK Addendum to approved contractual clauses.

Where required, we may also complete an assessment of the proposed transfer and the laws and practices of the destination country.

You can contact us for further information about the safeguards used for a particular category of international transfer.

8. How long we keep personal information

Digital Sparks keeps personal information only for as long as it is reasonably required for the purpose for which it was collected.

The appropriate retention period will depend on the nature of the information, the reason it is being processed, the length of the relationship and any contractual, legal, tax, accounting, security or dispute-resolution requirements.

Information submitted as part of a general enquiry will normally be kept for up to 24 months after the last meaningful contact, unless the enquiry develops into a client relationship or there is another reason to retain it.

Client, supplier and contractual records may be retained for the duration of the relationship and for up to six years afterwards where this is reasonably required for contractual, accounting, tax or legal purposes.

Invoices and accounting information will normally be retained for at least six years or for any different period required under applicable law.

Marketing information may be retained until you unsubscribe, withdraw consent, object to marketing or the information is no longer reasonably relevant to our business. Limited suppression information may be retained for longer so that we can continue to respect your opt-out.

Technical, security and website information will be retained for a period that is appropriate to the relevant log, hosting system, security purpose or analytics service.

Raw footage, audio recordings, photographs, edited content and project files will be kept for the period agreed in the relevant client contract, proposal or project terms.

Where no specific project-retention period has been agreed, we will keep the material only for as long as it is reasonably needed to complete the work, manage feedback and approvals, deliver the final content, provide reasonable post-project support and protect our contractual or legal rights.

9. How we protect personal information

Digital Sparks uses appropriate technical and organisational measures designed to protect personal information against accidental loss, unlawful destruction, unauthorised access, alteration and disclosure.

These measures may include password and authentication controls, restricted permissions, secure cloud services, confidentiality obligations, software updates, backups, system monitoring and internal access restrictions.

Access to personal information should be limited to people who need it for an authorised business or project purpose.

Contractors and service providers handling information on our behalf are expected to maintain appropriate confidentiality and security arrangements.

Although we take reasonable precautions, no internet transmission or data-storage system can be guaranteed to be completely secure. You should therefore take care when sending confidential information electronically and should not submit passwords or highly sensitive information through an unprotected form.

10. Data breaches

A personal data breach may involve the accidental or unlawful loss, alteration, destruction, unauthorised disclosure of or access to personal information.

Where Digital Sparks becomes aware of a suspected personal data breach, we will investigate it and take appropriate steps to contain and manage the incident.

Where the law requires us to notify the Information Commissioner's Office or affected individuals, we will do so in accordance with the applicable legal requirements.

11. Your data-protection rights

Depending on the circumstances and the lawful basis being used, you may have several rights in relation to your personal information.

11.1 The right of access

You can ask whether we hold personal information about you and request a copy of that information.

11.2 The right to rectification

You can ask us to correct personal information that is inaccurate or complete information that is incomplete.

11.3 The right to erasure

You can ask us to delete your personal information in certain circumstances. This right does not apply where we are legally required or otherwise entitled to retain the information.

11.4 The right to restrict processing

You can ask us to restrict the way we use personal information in certain circumstances, including while a concern about its accuracy or use is being considered.

11.5 The right to object

You can object to processing based on legitimate interests. We will consider your objection and whether there are compelling grounds to continue the processing.

You can object to the use of your personal information for direct marketing at any time.

11.6 The right to data portability

Where the legal conditions are met, you can ask us to provide personal information you supplied to us in a structured, commonly used and machine-readable format.

You may also be able to ask us to transfer that information directly to another organisation where this is technically feasible.

11.7 The right to withdraw consent

Where we rely on consent, you can withdraw it at any time.

Withdrawing consent will not affect the lawfulness of processing that took place before it was withdrawn.

12. Marketing preferences

You can stop receiving marketing communications from Digital Sparks at any time by selecting the unsubscribe link in an email or contacting us through our website.

Where you opt out, we will take reasonable steps to update the relevant marketing systems.

It may take a short period for an instruction to be reflected across all systems. You may still receive essential messages relating to a current enquiry, contract, project or invoice.

Digital Sparks may retain your contact information on a suppression list to ensure that your marketing preference continues to be respected.

13. Automated processing and profiling

Digital Sparks may use limited forms of segmentation or lead scoring to understand the interests of prospective clients, tailor communications and identify which services may be relevant.

For example, information provided through a questionnaire or assessment may be used to place a contact into an appropriate communication sequence.

We may also use website and campaign information to measure engagement and improve our marketing, provided that the required cookie or marketing permissions are in place.

14. Social media

When you communicate or interact with Digital Sparks through a social-media platform, we may receive your profile name, username, messages, comments, reactions and any information that you choose to share.

The relevant social-media company will also process information for its own purposes. Its processing is governed by its own privacy policy and account settings.

Digital Sparks does not control the way that a social-media platform independently collects or uses personal information.

You should review the relevant platform's privacy information and adjust your account settings where appropriate.

15. Third-party websites and services

Our website may include links to client websites, social-media platforms, booking systems, assessment tools, video-hosting providers and other third-party services.

Following a link may allow the third party to collect or receive information about you.

Digital Sparks is not responsible for the privacy, security or content of websites and services operated independently by third parties.

You should review the privacy information provided by the relevant organisation before submitting personal information or using its services.

PART 2 - COOKIE POLICY

16. What cookies are

Cookies are small text files or pieces of information that are stored on, or accessed from, a computer, mobile phone, tablet or other device when you visit a website.

Cookies can be used to make a website operate, remember preferences, measure activity and support advertising.

Similar technologies include tracking pixels, tags, scripts, web beacons, local storage, software development kits, device identifiers and tracking links.

For convenience, this policy uses the word “**cookies**” to refer to cookies and comparable storage or access technologies.

17. How Digital Sparks uses cookies

Digital Sparks may use cookies to operate and secure its website, remember visitor preferences, enable forms and booking tools and understand how the website performs.

Subject to your choices, cookies may also be used to analyse website traffic, measure advertising campaigns, understand whether an advertisement generated an enquiry and support retargeting.

18. Strictly necessary cookies

Strictly necessary cookies are required for the website or a service requested by you to function correctly.

They may support website security, fraud prevention, network management, form submission, load balancing, essential sessions and the storage of your cookie preferences.

These cookies do not ordinarily require consent because the website or requested service cannot function properly without them. You may be able to block them through your browser. Blocking strictly necessary cookies may prevent parts of the website from working.

19. Functional cookies

Functional cookies support additional website features and allow the website to remember choices.

They may be used by booking systems, forms, video players or other embedded tools. They may also remember preferences that affect how the website is displayed or used.

Where a functional cookie is not strictly necessary and no legal exception applies, it will remain disabled until you choose to allow it.

20. Analytics cookies

Analytics cookies help us understand how visitors use the website.

They may tell us how many people visit, which pages are viewed, how visitors move between pages, how long they remain on the site and whether technical problems occur.

This information helps us assess website performance and improve our content, structure and navigation.

21. Advertising and marketing cookies

Advertising and marketing cookies may be used to measure conversions, understand whether an advertisement resulted in a website visit or enquiry and assess campaign performance.

They may also be used to create or measure audiences, personalise advertising, limit repeated advertising and retarget people who have previously interacted with Digital Sparks.

These technologies may be provided by third parties such as Google or Meta.

22. Embedded content and third-party cookies

Our website may include embedded content such as videos, maps, forms, booking tools and social-media posts.

The provider of the embedded content may set cookies or receive technical information about your device and interaction with the content.

Where these cookies are not strictly necessary, the relevant tracking technology or embedded feature may remain blocked until you provide the appropriate consent.

Third-party organisations process information according to their own privacy policies. Digital Sparks does not control the independent use of information by those organisations.

23. Browser controls

Most internet browsers allow you to view, delete and block cookies through their settings.

You may be able to block all cookies, block third-party cookies, receive a warning before a cookie is stored or delete cookies that have already been saved.

Browser controls operate separately from the choices made through the Digital Sparks Cookie Settings tool.

Blocking all cookies may affect the operation of the website and prevent certain forms, embedded features or preferences from working properly.

24. Email tracking

Marketing emails sent by Digital Sparks may contain technologies that help us understand whether a message was delivered, opened or selected.

This information may be used to monitor delivery, understand which topics are relevant, improve our communications and manage subscriber engagement.

Email tracking will only be used where permitted under applicable data-protection and electronic-marketing laws.

You can unsubscribe from marketing at any time. Your email provider may also allow you to block external images or other features that support email tracking.

25. Data-protection complaints

You have the right to complain if you are concerned about the way Digital Sparks has collected, used, stored or shared your personal information.

You can submit a complaint through the contact page on our website. Please begin your message with **"Data Protection Complaint"** and provide enough information for us to understand the issue and identify the relevant records.

We will provide a clear way for you to raise your complaint, acknowledge receipt within 30 days and take appropriate steps to investigate it without undue delay.

Where necessary, we will keep you informed about the progress of the investigation. We will communicate the outcome without undue delay once the investigation has been completed.

We would appreciate the opportunity to address your concerns directly.

You also have the right to complain to the UK data-protection regulator:

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
United Kingdom

Information about raising a concern is available on the Information Commissioner's Office website.

26. Changes to this policy

Digital Sparks may update this Privacy and Cookie Policy when its website, services, systems, providers or processing activities change.

We may also update it in response to changes in law, regulation or official guidance.

The latest version will be published and the "Last updated" date will be amended at the beginning of this document.

Where a change materially affects the way we use personal information, we will take reasonable steps to bring it to the attention of people who may be affected.

27. Contacting Digital Sparks

Questions, requests and complaints relating to privacy or data protection can be submitted through the contact page on our website.

Please begin your message with one of the following headings so that it can be directed appropriately:

Data Protection Question

Data Protection Request

Data Protection Complaint

Marketing Opt-Out

You can also write to:

Privacy Lead

Digital Sparks Media Services Limited
13–15 Turnham Green Terrace
Chiswick
London
W4 1RG
United Kingdom