

Privacy Policy

Last updated: September 2026

This privacy policy explains how Digital Sparks ("we", "us", "our") collects, uses, and protects your personal information when you use our website at digitalsparks.co.uk and our client platform, the Digital Sparks Greenroom, at dsgreenroom.com.

We take your privacy seriously. We will only use your information in ways that are fair, transparent, and lawful.

1. Who we are

Digital Sparks is a UK-based video content and personal branding agency. Our registered business address is in 13-15 Turnham Green Terrace, London, W4 1RG. If you have any questions about this policy, you can contact us at sparks@digitalsparks.co.uk.

2. What information we collect

We collect different types of information depending on how you interact with us:

- **Contact information** — your name, email address, phone number, and business name when you sign up, get in touch, or book a call with us.
- **Account information** — if you use the Digital Sparks Greenroom platform, we store your login credentials and any profile information you provide.
- **Social media account information** — if you connect your social media accounts (such as Instagram, Facebook, LinkedIn, TikTok, YouTube, or Google Business Profile) to the Greenroom scheduler, we store the access tokens provided by those platforms to allow us to post content on your behalf. We never store your social media passwords.
- **Content you create** — captions, images, videos, and other content you upload or create within the Greenroom platform.
- **Usage information** — how you use our platform, which features you access, and when.

- **Payment information** — we use GoCardless to process payments. We do not store your bank account details ourselves. GoCardless handles all payment data securely.
- **Communications** — any messages, emails, or notes you send to us or that we store on your behalf within the platform.

3. How we use your information

We use your information to:

- Provide and operate the Digital Sparks Greenroom platform and our services
- Post content to your connected social media accounts at the times you schedule
- Send you important account communications such as confirmation emails and service updates
- Process payments for our services
- Improve our platform and services based on how they are used
- Respond to your questions and provide customer support
- Send you marketing communications about our services, where you have given us permission to do so
- Meet our legal obligations

4. Social media permissions and data

When you connect your social media accounts to the Digital Sparks Greenroom, we request certain permissions from those platforms. Here is what each permission allows us to do and why:

- **Posting to Facebook Pages** — we request permission to publish posts to your Facebook Business Pages on your behalf, at the times you schedule through our platform.
- **Reading engagement on Facebook** — we request permission to read comments, likes, and other engagement on posts published through our platform so we can show you analytics on how your content is performing.
- **Instagram account access** — we request basic access to your Instagram Professional account to identify and connect it to your Greenroom account.

- **Publishing to Instagram** — we request permission to publish scheduled posts, Reels, and carousels to your Instagram Professional account on your behalf.

We only use these permissions to provide the scheduling and analytics features you have signed up for. We do not sell your social media data to third parties. We do not use your social media content or account data for advertising or any purpose other than delivering the service.

You can disconnect your social media accounts from the Greenroom at any time from within the platform settings. When you disconnect an account, we stop using that access immediately.

5. Who we share your information with

We share your information only where necessary to provide our service:

- **Ayrshare** — we use Ayrshare as our social media publishing infrastructure. Your social media access tokens are passed to Ayrshare to enable posting. Ayrshare is bound by their own privacy policy and does not use your data for any purpose other than enabling publishing on our behalf.
- **GoCardless** — we use GoCardless to process Direct Debit payments. They handle your payment data under their own privacy policy.
- **Supabase** — we use Supabase to store platform data securely. Your data is stored in EU data centres.
- **Anthropic** — we use Anthropic's AI technology to power features such as caption generation and content suggestions. Content you submit for AI assistance is processed by Anthropic under their usage policies.
- **Resend** — we use Resend to send transactional emails. Your email address is shared with Resend for this purpose only.
- **Zoom** — if you schedule calls through our platform, meeting data is processed by Zoom under their privacy policy.

We do not sell your personal information to anyone. We do not share your information with any third party for marketing purposes without your explicit consent.

6. How long we keep your information

We keep your information for as long as you are a client or have an active account with us. If you close your account or your contract with us ends, we will delete your personal data within 90 days unless we are legally required to keep it for longer (for example, financial records which we are required to keep for 6 years under UK law).

7. Your rights

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

- **Access** — ask us for a copy of the personal information we hold about you
- **Correction** — ask us to correct any inaccurate or incomplete information
- **Deletion** — ask us to delete your personal information, subject to our legal obligations
- **Restriction** — ask us to restrict how we use your information in certain circumstances
- **Portability** — ask us to provide your data in a portable format
- **Objection** — object to us processing your information for marketing purposes

To exercise any of these rights, email us at sparks@digitalsparks.co.uk. We will respond within 30 days.

8. Cookies

Our website uses essential cookies that are necessary for the site to function correctly. These include cookies that keep you logged in and remember your preferences. We do not use advertising cookies or tracking cookies that follow you across the web.

If you use the Greenroom platform, session cookies are used to keep you logged in securely. These are deleted when you log out or close your browser.

9. Security

We take reasonable technical and organisational measures to protect your information from unauthorised access, loss, or misuse. All data is transmitted over

encrypted connections (HTTPS). Social media access tokens are stored securely and are never exposed in plain text. Access to your data within our platform is restricted to authorised Digital Sparks team members only.

No system is completely secure. If you have reason to believe your account has been compromised, please contact us immediately at sparks@digitalsparks.co.uk.

10. Children

Our services are intended for business use and are not directed at children under the age of 16. We do not knowingly collect personal information from anyone under 16.

11. Changes to this policy

We may update this privacy policy from time to time. We will notify you of significant changes by email or by displaying a notice on the platform. The date at the top of this page shows when it was last updated.

12. Complaints

If you are unhappy with how we have handled your personal information, you have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.

Contact us

If you have any questions about this privacy policy or how we handle your data, please contact us:

Digital Sparks

Email: sparks@digitalsparks.co.uk

Website: digitalsparks.co.uk