

Privacy Policy

Last updated: 1st February 2026

1. INTRODUCTION

This Privacy Policy explains how **Elite Digital** (“we”, “us”, or “our”) collects, uses, and protects personal data when you interact with our website or services.

We provide digital marketing services including:

- social media management
- advertising and marketing strategy
- content creation and campaign management
- digital marketing consultancy

This privacy policy applies to:

- visitors to our website
- individuals who contact us
- businesses who become clients
- individuals who interact with social media accounts managed by us on behalf of clients

We are committed to protecting personal data and processing it in accordance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR).

Our services are based in the United Kingdom, however individuals from other countries may contact us or interact with websites and social media accounts that we manage on behalf of clients.

This website is not intended for children, and we do not knowingly collect personal data relating to children.

Questions or concerns? Reading this privacy policy will help you understand your privacy rights and choices, including any request to exercise your legal rights. If you do not agree with our policies and practices, please do not use our services. If you still have any questions or concerns, please contact us via the details below

Who we are

This business/ website is operated by Elite Digital.

For the purposes of the UK General Data Protection Regulation (UK GDPR), Elite Digital is the data controller responsible for the processing of personal data described in this policy.

Email: info@elitedigitaldesign.co.uk

Address: c/o 97 High St, Lees, Oldham, OL4 4LY

2. THE TYPES OF PERSONAL DATA WE COLLECT ABOUT YOU

Personal data means any information relating to an identified or identifiable individual.

We may collect, use, store, and process the following categories of personal data:

Identity Data includes first name, last name, any previous names, username or social media handle

Contact Data includes email address, business contact details, and information provided through website forms or enquiries

Financial Data - we only collect financial or payment information (such as card or bank account details) when you pay for our services, and this information is processed securely to complete transactions.

Communication Data includes messages you send to us via email, website forms, or social media platforms and records of communications between you and us

Technical Data - when you visit our website we may automatically collect certain technical information including:

- device type
- browser type and version
- operating system
- IP address (used only for general analytics purposes)
- general location derived from IP address

Usage Data includes information about how visitors use our website, including:

- pages visited
- time spent on pages
- general browsing patterns

This data is used in aggregated form and does not normally allow us to identify individual users.

Marketing and Communications Data includes preferences relating to communications from us and marketing preferences where applicable

3. HOW IS YOUR PERSONAL DATA COLLECTED?

We collect personal data through the following methods.

Direct interactions

You may provide personal data to us when you:

- contact us via email
- complete a contact form on our website
- send a message through social media platforms
- enquire about our services
- become a client and provide information necessary for the delivery of our services

Automated technologies

When you interact with our website, certain Technical and Usage Data may be collected automatically through cookies and analytics tools.

We use analytics services including:

- Google Analytics provided by Google
- analytics tools provided by Hostinger

Google Analytics uses cookies to collect information about how visitors use our website. This information is used to compile reports on website activity and improve website performance.

These tools collect technical information such as browser type, device type, pages visited, and time spent on the website.

This information is used only to understand website performance and user behaviour. It is analysed in aggregated form and is not used to directly identify individuals.

Social media interactions

When we manage social media accounts on behalf of clients, we may receive or view personal data contained in messages, comments, or enquiries sent to those accounts.

This information remains stored on the relevant social media platform and is accessed only where necessary to provide social media management services.

Cookie consent

Our website uses cookies. Essential cookies are necessary for the website to function and are placed automatically.

Analytics cookies, including those used by Google Analytics provided by Google, are only placed with your consent. These cookies help us understand how visitors use our website so that we can analyse website performance and improve user experience.

You can manage your cookie preferences at any time using the cookie settings banner available on our website.

4. SOCIAL MEDIA MANAGEMENT SERVICES

As part of our services, we may manage social media accounts on behalf of our clients on platforms such as:

- Instagram
- Facebook
- LinkedIn
- TikTok

When managing client social media accounts, we may have authorised access to information visible within those accounts, including:

- direct messages (DMs)
- comments and replies
- mentions and tags
- usernames and publicly available profile information
- customer enquiries sent through the platform

We do not collect or store this information independently. It remains stored within the relevant social media platform and is accessed only where necessary to manage communications on behalf of the client.

When managing social media accounts on behalf of clients, we may occasionally view messages or enquiries sent by members of the public to those accounts. Individuals may sometimes include personal information in these communications, including information relating to health or other sensitive matters.

Such information is provided voluntarily by the individual sending the message and remains stored within the relevant social media platform.

We do not independently collect, store, or use this information for our own purposes. Access to such messages is limited to what is necessary to manage communications on behalf of the client. Where we process personal data in this context, we do so solely on the instructions of the client as part of the social media management services we provide. We encourage individuals not to share sensitive personal information through social media messaging where possible.

Our role when managing social media accounts

When providing social media management services:

- the **client business is typically the data controller** responsible for determining how and why personal data is processed through their social media accounts
- **we act as a data processor**, processing personal data only on the instructions of the client and solely for the purpose of providing social media management and customer engagement services

We do not use personal data obtained through client social media accounts for our own marketing purposes.

5. HOW WE USE YOUR PERSONAL DATA

We may use personal data for the following purposes:

- responding to enquiries and communications

- providing digital marketing services to clients
- managing client relationships
- managing social media accounts on behalf of clients
- responding to customer enquiries received through managed social media accounts
- improving our website performance and user experience
- analysing website traffic and visitor behaviour
- ensuring the security and proper functioning of our website and services
- complying with legal or regulatory obligations

6. LEGAL BASIS FOR PROCESSING

Under the UK GDPR we rely on one or more of the following lawful bases for processing personal data.

Performance of a Contract

Where we process personal data in order to provide services agreed with our clients.

Legitimate Interests

Where processing is necessary for our legitimate business interests, including:

- responding to enquiries
- managing communications
- operating and improving our services
- analysing website performance

We ensure that our legitimate interests do not override the rights and freedoms of individuals.

Legal Obligation

Where we are required to process personal data in order to comply with legal or regulatory obligations.

Consent

Where required, for example in relation to certain cookies or marketing communications.

7. SHARING YOUR INFORMATION

We do not sell personal data.

However, we may share personal data with trusted third parties where necessary to operate our business or deliver services.

These may include:

- website hosting providers
- analytics providers
- cloud storage and productivity platforms
- social media platforms used for marketing campaigns
- professional advisers such as accountants or legal advisers where necessary

8. INTERNATIONAL TRANSFERS

Although we operate in the United Kingdom, individuals from other countries may contact us or interact with websites and social media accounts we manage. Some third-party

providers we use (such as analytics providers or social media platforms) may store or process personal data outside the United Kingdom. Where personal data is transferred outside the United Kingdom, we ensure appropriate safeguards are in place in accordance with UK data protection laws. These safeguards may include the use of International Data Transfer Agreements (IDTAs) or other legally approved mechanisms.

9. DATA SECURITY

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

These measures include:

- secure website hosting
- password-protected systems
- restricted access to client accounts
- confidentiality obligations for freelancers and service providers
- limiting access to personal data to those who have a legitimate business need

We also maintain procedures for responding to suspected personal data breaches and will notify affected individuals and regulators where legally required.

10. DATA RETENTION

We only retain personal data for as long as reasonably necessary for the purposes for which it was collected.

As a general guide:

- enquiry data may be retained for a limited period to allow us to respond to requests, approximately 12 months
- client data may be retained for the duration of the business relationship and for up to 6 years thereafter for legal or accounting purposes
- analytics data is retained according to the settings of the relevant analytics providers

Where possible, information may be anonymised for analytical or statistical purposes. Where data is no longer required, it is securely deleted.

11. YOUR DATA PROTECTION RIGHTS

Under data protection laws, you have a number of rights regarding your personal data.

These include the right to:

Access your personal data

You can request a copy of the personal data we hold about you and information about how we process it.

Correct inaccurate data

You can request that we correct any incomplete or inaccurate personal data we hold about you.

Request deletion of your data

You may ask us to delete your personal data in certain circumstances, for example where it is no longer necessary for the purposes for which it was collected.

Object to processing

You may object to our processing of your personal data where we rely on legitimate interests as the legal basis.

You also have the right to object at any time to the processing of your personal data for direct marketing purposes.

Restrict processing

You may request that we temporarily restrict the processing of your personal data in certain situations.

Data portability

Where applicable, you may request that we provide your personal data in a structured, commonly used, machine-readable format so that it can be transferred to another organisation.

Withdraw consent

Where we rely on consent as the legal basis for processing your personal data, you have the right to withdraw that consent at any time.

Exercising Your Rights

You will not normally need to pay a fee to exercise your data protection rights. However, we may charge a reasonable fee or refuse a request if it is clearly unfounded, repetitive, or excessive. We may request information to verify your identity before responding to your request.

We aim to respond to all legitimate requests within one month, although this may be extended if a request is particularly complex.

To exercise any of these rights, please contact us using the contact details provided in this policy.

Accuracy of Personal Data

It is important that the personal data we hold about you is accurate and current. Please inform us if your personal data changes during your relationship with us, for example if you change your email address or contact details.

12. COMPLAINTS

If you have concerns about how we handle personal data, we encourage you to contact us first so that we can try to resolve the issue.

You also have the right to lodge a complaint with the UK data protection regulator, the Information Commissioner's Office.

13. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our services, legal obligations, or data processing practices.

The most current version will always be available on our website.

14. THIRD PARTY LINKS

Our website may contain links to third-party websites or services. We do not control these external websites and are not responsible for their privacy practices. We recommend reviewing the privacy policy of any website you visit.

15. THIRD PARTY PLATFORMS

Our services may involve the use of third-party platforms such as social media networks or analytics providers. These platforms operate under their own privacy policies, and we do not control how they process personal data. We encourage individuals to review the privacy policies of any third-party platforms they interact with.