



Privacy Policy

Effective Date: September 2022

Last Updated: November 2025

Elevate Creative Social Ltd

elevate-creative.uk

ella@elevatecreative.uk

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** such as your name, business name, email address, phone number, and billing details when you enquire about or engage our services.
- **Project Information:** details you provide regarding your creative brief, shoot requirements, and any materials you supply for use in our work.
- **Account Information (for social media management):** usernames, passwords, and platform access details that you voluntarily provide to allow us to manage your accounts.
- **Technical Information:** data such as your IP address, browser type, and site usage collected via cookies when you visit our website.

2. How We Use Your Information

We use your information to:

- Communicate with you about projects, services, and billing;
- Plan, produce, and deliver creative content;
- Manage your social media accounts (if applicable);
- Improve our services and client experience;
- Comply with legal or tax obligations.

3. Use of Client Content for Promotional Purposes

We reserve the right to use content created for clients (including videos, photos, or social media materials) for our own promotional purposes, including but not limited to our website, portfolio, and social media channels.

Clients who do not wish for their content to be shown publicly must inform us before the date of filming or production.

If any non-disclosure agreements (NDAs) or launch embargoes apply, clients are responsible for informing us in advance so we can respect those terms.

4. Social Media Account Management and Security

For clients who engage us for social media management:

- All passwords and account access details provided are stored securely in encrypted systems.
- When our management services end, we will log out of all accounts and delete locally stored access credentials.
- We strongly recommend that clients change their passwords after the termination of services to prevent any potential data breaches.
- We are not responsible for any data leaks or unauthorized access occurring after our management services have ended.

5. Data Sharing and Disclosure

We do not sell or rent your personal information.

We may share data only in the following cases:

- With trusted service providers (e.g., cloud storage or invoicing software) who assist us in

operating our business;

- When required by law or legal process;
- To protect our rights, safety, or property.

All third-party partners are required to handle your information securely and in accordance with applicable privacy laws.

6. Data Retention

We retain your personal data only as long as necessary to fulfil the purposes outlined in this policy — typically for the duration of our working relationship and as required for legal, accounting, or business reporting purposes.

In addition:

- We will store any footage or content created with you for up to six (6) months on secure external hard drives.
- After this period, we reserve the right to permanently delete all content from our storage systems.
- Please ensure you have downloaded and securely saved any content you wish to keep within that timeframe.
- We are not liable for maintaining, storing, or recovering any files once the six-month retention period has passed.

7. Your Rights

Depending on your location, you may have the right to:

- Access the personal data we hold about you;
- Request corrections or updates to your information;
- Request deletion of your data (subject to legal requirements);
- Withdraw consent for marketing communications.

To exercise these rights, contact us using the details below.

8. Cookies and Website Analytics

Our website may use cookies or analytics tools to improve user experience and monitor performance. You can disable cookies through your browser settings, though this may affect some website functionality.

9. Data Security

We take appropriate technical and organizational measures to safeguard your information from unauthorized access, alteration, or disclosure. However, no online system can be guaranteed 100% secure, and you share information at your own risk.

10. Updates to This Policy

We may update this Privacy Policy from time to time. The revised version will be posted on our website with an updated “Effective Date.”

11. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your data rights, please contact us at:

Elevate Creative Social Ltd

2 Betula Way, Lepton, Huddersfield, HD8 0ET

■ ella@elevatecreative.uk

■ elevate-creative.uk