

BLINK DIGITAL

Privacy Policy

Blink Digital Services Limited

Website: www.blinkdigital.uk

Company Number: 12727861

ICO Registration Number: ZC229550

Registered Office: The Barns, Caverswall Common, Caverswall,
Stoke-on-Trent, Staffordshire, ST11 9EU

Telephone: 01782 939079

Email: hello@blinkdigital.uk

Last updated: 25 August 2026

1. Introduction

Blink Digital Services Limited ("Blink Digital", "we", "us" or "our") is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store and protect personal information when you:

- visit our website at www.blinkdigital.uk;
- contact us by telephone, email, website form or other means;
- request a quotation or information about our services;
- become a customer of Blink Digital;
- work with us as a supplier, contractor or business partner;
- apply for a position with us; or
- otherwise interact with our business.

We process personal data in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation ("UK GDPR"), the Data Protection Act 2018 and, where relevant, the Privacy and Electronic Communications Regulations 2003 ("PECR"), as amended.

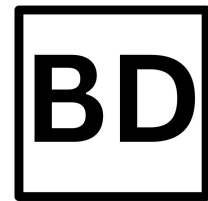
2. Who We Are

Blink Digital Services Limited is a company registered in England and Wales under company number **12727861**.

Our registered office is:

Blink Digital Services Limited

The Barns
Caverswall Common
Caverswall
Stoke-on-Trent
Staffordshire
ST11 9EU



For the purposes of UK data protection law, Blink Digital Services Limited will generally be the **data controller** of the personal information described in this Privacy Policy.

In certain circumstances, particularly when providing software, website, hosting or other digital services to customers, we may process personal information on behalf of a customer. In those circumstances, the customer may be the data controller and Blink Digital may act as a **data processor**.

3. Data Protection Contact

If you have any questions about this Privacy Policy, how we process your personal information, or wish to exercise your data protection rights, please contact:

Contact: Tracy Keeling-Hollins

Email: hello@blinkdigital.uk

Telephone: 01782 939079

4. Personal Information We May Collect

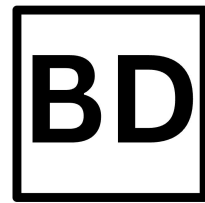
Depending upon how you interact with Blink Digital, we may collect and process information including:

Identity and Contact Information

This may include:

- name;
- company or organisation;
- job title;
- business address;
- telephone number;

- mobile number;
- email address; and
- other contact information you provide to us.



Customer and Commercial Information

Where you are a customer or prospective customer, we may process:

- enquiries;
- quotation and proposal information;
- contracts and agreements;
- details of products or services purchased;
- project information;
- correspondence;
- support requests;
- account information;
- invoices and payment records; and
- customer relationship information.

Website and Technical Information

When you visit our website, we may collect certain technical information, which may include:

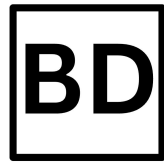
- IP address;
- browser type and version;
- device type;
- operating system;
- pages visited;
- referring website;
- approximate location derived from IP address;
- date and time of visits;
- website interactions; and
- cookie and analytics information.

Further information about our use of cookies should be provided in our separate Cookie Policy.

Communications

We may retain information contained in communications with you, including emails, telephone enquiries, website contact forms,

support enquiries and other correspondence.



Marketing Information

Where appropriate, we may record:

- your marketing preferences;
- whether you have consented to particular communications;
- your interactions with marketing communications; and
- information relevant to our business relationship with you.

Recruitment Information

If you apply for employment or other opportunities with Blink Digital, we may process information including:

- your name and contact details;
- CV;
- employment history;
- qualifications;
- skills and experience;
- interview information;
- references; and
- other information you choose to provide as part of an application.

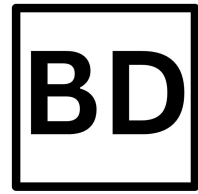
Additional privacy information may be provided where necessary during a recruitment process.

Driving Licence Information and DVLA Checks

For some client projects or services, we may be required to carry out driving licence checks. Where applicable, we may collect and process information necessary to verify an individual's driving licence and entitlement to drive, which may include:

- name and date of birth;
- driving licence number;
- information required to complete or facilitate a DVLA driving licence check;
- categories of vehicles the individual is entitled to drive;
- licence status and validity;

- endorsements, penalty points or disqualifications where returned as part of the authorised check; and
- the result and date of the licence verification.



Where a DVLA check requires the individual to provide a check code or other authorisation, this will be obtained from the individual or through an authorised process before the check is completed. We will only use driving licence information for legitimate and specified purposes connected with the relevant client service, contractual requirement, eligibility assessment, insurance requirement or other authorised purpose.

5. How We Collect Personal Information

We may obtain personal information:

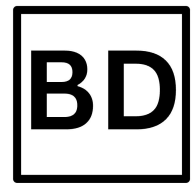
- directly from you;
- through our website;
- when you telephone or email us;
- when you request a quotation or proposal;
- when you enter into a contract with us;
- through our customer and support systems;
- from the DVLA or an authorised DVLA driving licence checking service where a driving licence check is required and appropriately authorised;
- from your employer or organisation;
- from suppliers and business partners;
- from publicly available business information and websites;
- from professional networking platforms;
- through analytics and cookie technologies; and
- through other legitimate business sources.

Where we obtain personal information from third-party or publicly available sources, we will process that information in accordance with applicable data protection legislation.

6. How We Use Your Personal Information

We may use personal information to:

- respond to enquiries;
- prepare and provide quotations and proposals;



- provide websites, software, applications, digital marketing and other services;
- manage customer projects;
- administer customer accounts;
- provide technical and customer support;
- carry out or facilitate authorised DVLA driving licence checks for certain clients where required as part of the services we provide;
- verify driving entitlement, licence validity, permitted vehicle categories and relevant endorsements where this is necessary for the applicable service or client requirement;
- manage contracts;
- process invoices and payments;
- maintain business records;
- communicate with customers and prospective customers;
- manage relationships with suppliers and contractors;
- improve our website, products and services;
- monitor website performance and usage;
- protect the security of our website, systems and services;
- prevent fraud, misuse and unauthorised access;
- undertake appropriate marketing and business development;
- recruit employees and contractors;
- comply with our legal and regulatory obligations;
- establish, exercise or defend legal claims; and
- operate and improve our business.

7. Our Lawful Bases for Processing

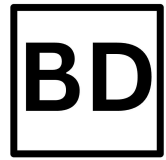
Under UK data protection law, we must have a lawful basis for processing personal information.

Depending upon the circumstances, we may rely upon:

Contract

We may process personal information where it is necessary to enter into or perform a contract with you.

For example, this may include providing services, managing a project, providing support and processing payments.



Where driving licence verification forms part of a service we have been contracted to provide, personal information may also be processed where necessary to deliver that service. Depending on the circumstances, Blink Digital may carry out such processing as a data processor acting on the instructions of its client, with the client remaining responsible for identifying the appropriate lawful basis for the processing.

Legitimate Interests

We may process personal information where it is necessary for our legitimate business interests, provided those interests are not overridden by your rights and freedoms.

Our legitimate interests may include:

- operating and developing our business;
- responding to business enquiries;
- managing customer relationships;
- providing customer support;
- improving our products and services;
- protecting our systems and business;
- preventing fraud;
- maintaining appropriate business records; and
- appropriate business-to-business marketing.

Where required, we consider the impact of such processing upon individuals before relying on legitimate interests.

Legal Obligation

We may process personal information where necessary to comply with legal or regulatory requirements, including accounting, taxation, employment and other statutory obligations.

Consent

Where the law requires your consent, we will ask for it before processing your information.

This may apply, for example, to certain marketing communications and non-essential cookies or tracking technologies.

Where we rely upon consent, you may withdraw that consent at any time.



8. Marketing

We may contact existing and prospective business customers about products or services that we believe may be relevant to them where permitted by law.

Where consent is legally required for electronic marketing, we will obtain appropriate consent.

You can ask us to stop sending marketing communications at any time by:

- using the unsubscribe facility contained within relevant marketing communications; or
- emailing **hello@blinkdigital.uk**.

We will retain sufficient information to record your marketing preference and ensure that your request is respected.

9. Cookies and Analytics

Our website may use cookies and similar technologies to operate correctly, remember preferences, understand how visitors use the website and, where applicable, support marketing activities.

Cookies may include:

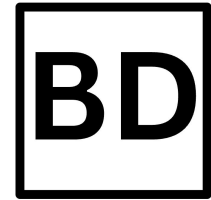
- strictly necessary cookies;
- functionality cookies;
- analytics cookies; and
- advertising or marketing cookies.

Where consent is required by law, non-essential cookies and similar technologies will not be activated until the appropriate consent has been obtained.

Visitors should be able to manage their cookie preferences through the cookie controls provided on our website.

Full details of the cookies and similar technologies used on www.blinkdigital.uk should be set out in our **Cookie Policy**.

10. Sharing Your Personal Information



We do not sell personal information.

We may share personal information with trusted organisations where necessary for the purposes described in this Privacy Policy.

These may include:

- website and cloud hosting providers;
- IT and software providers;
- email and communications providers;
- analytics providers;
- payment processors;
- accountants and professional advisers;
- subcontractors and service providers;
- the DVLA and/or authorised driving licence verification providers where required to complete an authorised driving licence check;
- marketing and advertising service providers;
- insurers;
- legal advisers;
- government departments, regulators, law enforcement agencies or courts where required by law; and
- prospective purchasers or investors in connection with a legitimate corporate transaction.

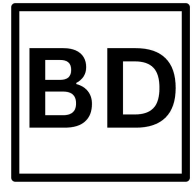
Where third parties process personal information on our behalf, we take appropriate steps to ensure suitable contractual and data protection arrangements are in place.

11. International Data Transfers

Some of the technology and service providers we use may process or store personal information outside the United Kingdom.

Where personal information is transferred internationally, we will take appropriate measures to ensure that the information receives a level of protection consistent with applicable UK data protection law.

Depending upon the destination and circumstances, these measures may include:



- UK adequacy regulations;
- the UK International Data Transfer Agreement;
- the UK Addendum to approved EU Standard Contractual Clauses; or
- another lawful transfer mechanism.

You may contact us if you require further information about safeguards used for international transfers relevant to your personal information.

12. How Long We Keep Personal Information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet our legal, contractual, accounting and regulatory obligations.

Retention periods vary depending upon the type of information and our relationship with you.

When determining an appropriate retention period, we consider:

- the purpose for which the information was collected;
- the nature and sensitivity of the information;
- contractual requirements;
- legal and regulatory obligations;
- potential disputes or legal claims; and
- whether continued retention is necessary for legitimate business purposes.

When personal information is no longer required, we will delete, anonymise or securely dispose of it as appropriate.

13. Security

We take appropriate technical and organisational measures to protect personal information against:

- unauthorised access;
- accidental loss;
- misuse;
- alteration;
- disclosure; and
- destruction.

Measures may include access controls, authentication, security monitoring, backups, encryption where appropriate, system updates and restrictions on who can access personal information.



Although we take reasonable steps to protect personal information, no internet transmission or electronic storage system can be guaranteed to be completely secure.

14. Your Data Protection Rights

Depending upon the circumstances and the lawful basis on which we process your information, you may have rights including:

Right of Access

You may request confirmation of whether we process your personal information and obtain a copy of personal information we hold about you.

Right to Rectification

You may ask us to correct inaccurate or incomplete personal information.

Right to Erasure

In certain circumstances, you may ask us to delete your personal information.

Right to Restriction

In certain circumstances, you may ask us to restrict how your personal information is processed.

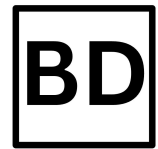
Right to Data Portability

Where applicable, you may request that certain information be provided to you or another organisation in a structured, commonly used and machine-readable format.

Right to Object

You may have the right to object to processing based upon our legitimate interests.

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



Right to Withdraw Consent

Where we rely upon consent, you may withdraw that consent at any time.

Withdrawal of consent will not affect the lawfulness of processing carried out before consent was withdrawn.

Rights Relating to Automated Decision-Making

You may have rights relating to decisions based solely upon automated processing that produce legal or similarly significant effects.

Blink Digital does not ordinarily use solely automated decision-making of this nature in connection with visitors to our website.

To exercise any applicable rights, please contact:

Email: hello@blinkdigital.uk

Telephone: 01782 939079

We may need to verify your identity before dealing with certain requests.

15. Complaints

If you have concerns about how we use your personal information, we encourage you to contact us first so that we can investigate the matter.

Please contact:

Tracy Keeling-Hollins

Blink Digital Services Limited

The Barns

Caverswall Common

Caverswall

Stoke-on-Trent

Staffordshire

ST11 9EU

Email: hello@blinkdigital.uk

Telephone: 01782 939079



You also have the right to complain to the UK supervisory authority:

Information Commissioner's Office (ICO)

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Further information about making a complaint is available from the ICO at www.ico.org.uk.

16. Third-Party Websites

Our website may contain links to websites operated by third parties.

We are not responsible for the privacy practices, security or content of third-party websites. We recommend reviewing the privacy information provided by any third-party website before submitting personal information to it.

17. Children's Privacy

Our website and services are primarily intended for businesses and adults and are not designed for children.

We do not knowingly seek to collect personal information from children through our general website.

If we become aware that personal information relating to a child has been collected inappropriately, we will take reasonable steps to investigate and, where appropriate, delete the information.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to:

- our services;
- the way we process personal information;
- technology we use;
- our suppliers and service providers; or



- applicable legislation and regulatory guidance.

The latest version will be published on www.blinkdigital.uk and the "Last updated" date at the beginning of this policy will be amended accordingly.

We recommend reviewing this Privacy Policy periodically.

19. Contact Us

For questions regarding this Privacy Policy or the processing of your personal information, please contact:

Blink Digital Services Limited

The Barns
Caverswall Common
Caverswall
Stoke-on-Trent
Staffordshire
ST11 9EU

Company Number: 12727861

ICO Registration Number: ZC229550

Data Protection Contact: Tracy Keeling-Hollins

Telephone: 01782 939079

Email: hello@blinkdigital.uk

Website: www.blinkdigital.uk

Done. I've updated the Privacy Policy to include:

- **ICO Registration Number: ZC229550**
- A dedicated **Driving Licence Information and DVLA Checks** section
- The types of licence data that may be processed
- DVLA/check-code authorisation
- Licence validity, categories, endorsements, points and disqualifications where applicable
- DVLA checks within the purposes for processing
- The distinction between Blink acting as **data controller** and, for some client services, as a **data processor**

- DVLA/authorised licence-checking providers within the data-sharing provisions

I've worded the DVLA section carefully because when Blink performs licence checks **on behalf of a client**, the client may be the controller and Blink the processor, which is an important distinction for UK GDPR purposes.