

Privacy Policy

Last updated: 7 July 2026

This Privacy Policy explains how [Company Legal Name], trading as Platinum Ads ("Platinum Ads", "we", "us"), collects, uses, and protects personal information when you visit our website, book a Discovery Call, or use our services. We are the data controller for the personal information described in this policy. Our registered address is [Registered Address].

1. Information we collect

- Contact details you provide when you book a Discovery Call or contact us, such as your name, email address, phone number, and company name.
- Business information you share during onboarding, such as your services, target customers, market, and creative preferences.
- Billing information. Payments are handled by our payment processors. We do not store full card numbers on our systems.
- Usage data collected when you browse our website, such as pages viewed, device and browser type, and approximate location, collected through cookies and similar technologies.

2. How we use your information

- To provide our services, including scheduling calls, producing video content, and delivering finished files.
- To respond to enquiries and manage our relationship with you.
- To send service updates and, where you have agreed, marketing communications. You can opt out at any time.
- To measure and improve our website and advertising, including through analytics and advertising platforms.
- To meet legal, accounting, and regulatory obligations.

3. Legal bases

Where UK or EU data protection law applies, we rely on the following legal bases: performance of a contract (providing the services you request), legitimate interests (operating and improving our business), consent (marketing communications and non-essential cookies), and legal obligation (records we must keep by law).

4. Who we share information with

We share personal information only with service providers who help us run our business, such as website hosting, call scheduling, payment processing, analytics, and advertising platforms. These providers act under contract and may only use your information to provide services to us. We do not sell personal information. We may disclose information where required by law or in connection with a business sale or restructuring.

5. International transfers

Some of our service providers are located outside the UK and EEA. Where personal information is transferred internationally, we use appropriate safeguards such as adequacy decisions or standard contractual clauses.

6. Retention

We keep personal information only for as long as necessary for the purposes described above, and to comply with legal requirements. Client records are generally retained for six years after the end of the engagement to meet tax and accounting obligations.

7. Your rights

Depending on where you live, you may have rights to access, correct, delete, restrict, or port your personal information, to object to processing, and to withdraw consent at any time. UK residents may complain to the Information Commissioner's Office (ico.org.uk). To exercise any right, contact us at [contact email].

8. Cookies

We use essential cookies to make the website work and, with your consent where required, analytics and advertising cookies to understand performance and measure campaigns. You can control cookies through your browser settings.

9. Children

Our website and services are intended for businesses and are not directed at children under 18. We do not knowingly collect information from children.

10. Changes and contact

We may update this policy from time to time. The latest version will always be available on our website. Questions about this policy or our handling of personal information should be sent to [contact email].