



PRIVACY POLICY

Last updated: May 6, 2025

1. INTRODUCTION

Welcome to BiFrost Digital Agency ("we," "our," or "us"). We respect your privacy and are committed to protecting your personal data. This privacy policy explains how we handle your personal information when you use our services.

2. WHO WE ARE

BiFrost Digital Agency is a digital marketing agency based in the Aylesbury and Leighton Buzzard area, providing digital marketing services, including social media management, content creation, analytics, and advertising campaigns.

3. INFORMATION WE COLLECT

We collect and process the following information:

- Business contact information (name, email, phone number, business address)
- Social media account data (for management purposes)
- Analytics and performance data
- Marketing campaign data
- Content creation materials
- Payment and billing information

4. HOW WE USE YOUR INFORMATION

We use your information to:

- Deliver our contracted services
- Manage social media accounts
- Create and optimize advertising campaigns
- Provide analytics and reporting
- Process payments
- Communicate about our services
- Improve our service delivery

5. TOOLS AND THIRD-PARTY SERVICES



We use the following tools to deliver our services:

- Meta Business Suite (Facebook & Instagram management)
- Microsoft (email services)
- Google Calendar (scheduling)
- Canva (design services)
- CapCut (video editing)

Each of these services has its own privacy policy, which we encourage you to review.

6. DATA RETENTION

We retain your information for:

- Active clients: Duration of service agreement plus 6 months
- Prospective clients: 12 months from last contact
- Financial records: 7 years (as required by law)

7. YOUR RIGHTS

Under GDPR, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Object to processing
- Data portability
- Withdraw consent

8. SECURITY

We implement appropriate security measures to protect your data, including:

- Encrypted data storage
- Secure password policies
- Regular security updates
- Limited access to personal data
- Regular staff training

9. CONTACT US

For any privacy-related queries, you can contact us at:



BiFrost Digital Agency
Email: info@bifrostdigital.co.uk
Phone: 07822013536

10. CHANGES TO THIS POLICY

We may update this privacy policy from time to time. The latest version will always be available on our website.

11. COMPLAINTS

If you have concerns about how we handle your data, please contact us first. You also have the right to complain to the Information Commissioner's Office (ICO).

12. COOKIES AND TRACKING

We use cookies and similar tracking technologies to:

- Analyze website traffic
- Optimize user experience
- Track campaign performance
- Measure engagement

You can control cookie settings through your browser preferences.

13. INTERNATIONAL DATA TRANSFERS

We primarily process data within the UK. However, some of our tools may transfer data internationally. We ensure appropriate safeguards are in place for such transfers.

14. LEGAL BASIS FOR PROCESSING

We process your data based on:

- Contract fulfillment
- Legal obligations
- Legitimate business interests
- Your consent (where applicable)



This privacy policy was last updated on May 6, 2025, and reflects our current data handling practices.