



## PRIVACY NOTICE

Last updated: 2 February 2026

Black & Ginger respects your privacy and takes data protection seriously.

This Privacy Notice explains how we collect, use and protect personal information when you visit our website, contact us, enquire about our services, work with us, or engage us to provide presentation, design, template, automation or related services.

For the purposes of data protection law, Black & Ginger Ltd is the controller of the personal information described in this notice, unless we are processing information strictly on behalf of a client under their instructions.

Contact: hello[at]black-and-ginger.com

Company: Black & Ginger Ltd

### 1. The information we collect

We may collect and use the following types of personal information:

- your name, job title and organisation;
- your business email address, telephone number and contact details;
- information you send to us through our website, by email, telephone or other communication channels;
- information relating to enquiries, quotes, proposals, projects and client relationships;
- billing and payment-related information;
- technical information about website use, such as IP address, browser type, device information and basic analytics data;
- information contained in documents, presentations or files you provide to us as part of a project.

We do not intentionally collect special category personal data through our website. However, client documents may occasionally contain personal or confidential information. Where this happens, we handle that information carefully and only for the purpose of delivering the agreed work.

### 2. How we use your information

We use personal information to:

- respond to enquiries;
- provide quotes, proposals and information about our services;
- deliver presentation, design, template, rebranding, automation and related services;
- manage client relationships and project communications;
- process invoices, payments and business records;
- improve our website and services;
- keep our systems secure;

- comply with legal, regulatory, tax and accounting obligations;
- send relevant business communications where appropriate.

We do not sell personal information.

### 3. Our lawful basis for using your information

We rely on one or more of the following lawful bases:

**Contract** — where we need to use your information to provide services, respond to project instructions, manage work or take steps before entering into a contract.

**Legitimate interests** — where we use information to run and grow our business, respond to enquiries, manage client relationships, improve our services, protect our systems, and communicate with relevant business contacts.

**Legal obligation** — where we need to keep records for tax, accounting, legal or regulatory purposes.

**Consent** — where we specifically ask for consent, for example for certain types of marketing or optional cookies.

Where we rely on consent, you can withdraw it at any time.

### 4. Client files, presentations and confidential material

As part of our work, clients may provide us with presentations, templates, documents, brand assets, data, images, charts, legal or business content, or other materials.

We use those materials only to deliver the agreed work.

We treat client materials as confidential and restrict access to the people who need them for the project. Our team may include Black & Ginger personnel, trusted specialists, freelancers or subcontractors, but only where their involvement is necessary and appropriate.

We do not use client materials for unrelated purposes. We do not publish, share or reuse client content unless the client has given permission.

### 5. Use of AI, automation and coding tools

Black & Ginger uses technology intelligently to work faster and more accurately. This may include coding tools, automation, scripting, AI-assisted workflows and other productivity tools.

These tools may help us with tasks such as slide processing, formatting, template conversion, consistency checks, content structuring, data handling or workflow efficiency.

However, quality control remains human-led. Automation may assist with volume and speed, but our people remain responsible for judgement, review and final output.

Where client confidentiality, data protection or information security requirements apply, we will agree suitable working arrangements with the client before using tools that process client materials externally.

We will not knowingly input confidential client material into public AI tools in a way that allows it to be used for model training or unrelated purposes.

### 6. Who we share information with

We may share personal information where necessary with:

- members of the Black & Ginger team;
- trusted freelancers, contractors or specialist collaborators;
- IT, hosting, email, cloud storage and software providers;
- payment, banking, accounting and professional advisers;

- legal, regulatory or public authorities where required by law.

We only share information where there is a legitimate reason to do so and, where appropriate, we use contractual safeguards.

## 7. International transfers

Because Black & Ginger works remotely and may collaborate with specialists in different locations, information may occasionally be accessed or processed outside the UK or European Economic Area.

Where this happens, we take steps to ensure that appropriate safeguards are in place, such as using reputable service providers, secure systems, contractual obligations, and other protections required by data protection law.

## 8. How long we keep information

We keep personal information only for as long as reasonably necessary.

This may include:

- enquiry records: for a reasonable period after the enquiry;
- client and project records: for the duration of the relationship and a reasonable period afterwards;
- financial and accounting records: normally for the period required by law;
- project files: for as long as needed to complete the work, handle queries, support repeat work, or comply with agreed client requirements.

Where a client has specific retention or deletion requirements, we can agree these as part of the project terms.

## 9. Security

We use reasonable technical and organisational measures to protect personal information and client materials against unauthorised access, loss, misuse or disclosure.

These measures may include controlled access, secure cloud storage, password protection, limited permissions, confidentiality obligations, and careful project handling processes.

No system is completely risk-free, but we take practical steps to protect the information entrusted to us.

## 10. Your rights

Depending on the circumstances, you may have the right to:

- access the personal information we hold about you;
- ask us to correct inaccurate information;
- ask us to delete information;
- ask us to restrict how we use information;
- object to certain uses of information;
- request transfer of your information;
- withdraw consent where we rely on consent.

The right to object is especially important where we rely on legitimate interests or use your information for direct marketing.

To exercise your rights, contact us at: [insert privacy email].

## 11. Marketing

We may contact business contacts with relevant information about our services where we believe there is a legitimate business interest.

You can ask us to stop sending marketing communications at any time by contacting us or using any unsubscribe option provided.

We do not sell marketing lists.

## 12. Cookies and website analytics

Our website may use basic cookies or analytics tools to understand how visitors use the site and to improve performance.

Where required, we will ask for your consent before using non-essential cookies.

You can usually control cookies through your browser settings.

## 13. Complaints

Please contact us first if you have any concerns about how we handle your information.

You also have the right to complain to the UK Information Commissioner's Office, the UK data protection regulator. The ICO provides guidance on privacy rights and data protection complaints.

## 14. Changes to this notice

We may update this Privacy Notice from time to time. The latest version will be published on our website.