

North Star Digital Privacy Policy

Website enquiries and business contacts

Last updated: 8 October 2026

This policy explains how North Star Digital Limited uses personal information when you visit www.northstardigital.co.uk, contact us, or deal with us as a customer, prospective customer, supplier or other business contact. It also explains your choices and how to exercise your privacy rights.

Who we are

North Star Digital Limited is the controller responsible for the personal information covered by this policy. We are registered in England and Wales under company number 08906046. Our registered office is M.01 Tomorrow, Blue, MediaCityUK, England, M50 2AB.

For privacy questions, requests or complaints, contact Jonathon Kay at jonathon@northstardigital.co.uk, telephone 07711 047852, or write to our registered office. You can also email hello@northstardigital.co.uk and mark your message for Jonathon's attention.

We handle personal information under applicable UK data protection law, including the UK GDPR and Data Protection Act 2018. The Privacy and Electronic Communications Regulations also apply to relevant cookies, similar technologies and electronic marketing.

Information we collect

- Contact and business details, such as your name, organisation, job role, email address and telephone number.
- Enquiry and project information, including your message, proposed filming location, dates, timescale, budget guide, brief and subsequent correspondence.
- Customer and supplier records, such as quotations, contracts, invoices, payment status and communications needed to manage our work together.
- Website information, such as IP address, browser and device details, pages visited, referral information, campaign identifiers and interactions with forms or embedded content. What is collected depends on the services used and your privacy choices.
- Cookie preferences, marketing choices and records of privacy requests or complaints.

Our current main website enquiry forms require a name, telephone number and email address. Other fields allow you to provide your organisation and project details. If you prefer, you can contact us by email or telephone. Without enough information to understand and respond to your request, we may be unable to provide a useful reply or quotation.

Please avoid sending unnecessary confidential or sensitive information through an enquiry form, including children's details or information about someone's health. We can agree a suitable way to handle material needed for a project.

Where information comes from

Most enquiry and customer information comes directly from you. We may also receive business contact details from a colleague, a client arranging a production, a referral, or our business prospecting provider, Prospect Global Limited, trading as Sopro. Business prospect information can originate from publicly available company websites, professional profiles and business directories. Where we contact you using information obtained elsewhere, we will explain its source as required and you can ask us for further details.

Why we use information and our lawful bases

Enquiries and delivery of services

We use contact and project information to answer questions, arrange calls, prepare quotations and manage productions. Where you are personally entering a contract with us, the basis is taking steps at your request before that contract or performing it. Where you represent a business or another organisation, our basis is our legitimate interest in responding to business enquiries and delivering and administering our services.

Business administration and security

We use relevant records to manage suppliers, keep accounts, resolve disputes and protect our website and communications. Our bases are our legitimate interests in running and securing the business, and legal obligation where tax, accounting or other laws require processing. We use cookie preference records to respect and demonstrate your choices and meet our legal obligations.

Website analytics and advertising

We use website analytics to understand visits and improve our services. Google Analytics can record page visits, device information and interactions, and is presented through the Statistics consent category. Consent is the basis for optional analytics that requires it. Plausible Analytics also supplies limited traffic statistics. Its standard service uses no cookies or persistent browser identifiers and does not retain raw IP addresses. For limited analytics that may lawfully operate without consent, our basis is our legitimate interest in understanding and improving our website. You can object by contacting us. This does not override any separate requirement for consent to access information on your device.

Google advertising tools can measure whether advertising leads to website visits or enquiries and, where enabled, support relevant advertising. The Marketing category requests consent for optional advertising technologies. Google Tag Manager manages the deployment of tags; the purposes and choices relate to the individual tools it loads. Cookie choices are separate from permission to receive marketing emails. Our Cookie Policy explains the current operation of third-party scripts, including limitations of the settings panel.

Business marketing and Sopro

We use relevant business contact information to introduce our services and follow up potential business opportunities. Our lawful basis for appropriate marketing to corporate business contacts is our legitimate interest in developing our business, balanced against your interests and rights. For electronic marketing to individuals, including sole traders and certain partnerships, we obtain consent unless a lawful exception applies. Where the customer exception is used, it is limited to our own similar services and includes an opportunity to opt out when details are collected and in each message.

The Sopro website integration can associate campaign visits with a prospect identifier and record engagement, depending on the campaign and enabled features. It can receive the page address, referrer and an existing campaign identifier. Optional visitor or campaign tracking that requires consent must use consent; legitimate interests for subsequent business marketing do not replace that requirement. The Cookie Policy explains the current operation of the Sopro script. Sending us an enquiry does not automatically sign you up to unrestricted marketing.

You can object to direct marketing at any time. Use the unsubscribe facility in a message or email jonathon@northstardigital.co.uk. We will stop using your information for direct marketing, including related profiling, and may keep a minimal suppression record to prevent further unwanted contact.

Website tools and other organisations

Our main enquiry forms use WordPress and Elementor. Submissions are handled through our website and business communication systems. Website hosting, maintenance, email and other service providers may process information needed to operate those systems. WordPress or Elementor appearing on a form does not mean that the software supplier necessarily receives the submission.

The website uses Cookiebot by Usercentrics for cookie choices; Google for analytics, advertising, YouTube video and maps; Plausible for analytics; and Sopro for business prospecting and its website integration. Some video thumbnails and related content are supplied from Vimeo's infrastructure. When third-party content loads, its provider receives connection information such as your IP address and may process information about your interaction. A provider may link activity to an account you hold with it, subject to its own settings and policies.

We also share relevant information with staff, production freelancers and suppliers who need it to carry out agreed work, and with professional advisers, insurers or public authorities where necessary for advice, claims or legal obligations. Our policy is to limit sharing to what is needed for the relevant purpose and to require appropriate data protection terms from providers acting on our instructions. Some providers also act as controllers for their own stated purposes.

Provider information is available at policies.google.com/privacy, plausible.io/data-policy, sopro.io/legal/, cookiebot.com/en/privacy-policy/ and vimeo.com/legal/privacy. These provider notices supplement the information here. Our Cookie Policy explains the website's storage technologies and controls.

International access and transfers

Some service providers operate internationally, so information may be processed outside the UK, including in the European Economic Area and the United States. Sopro also describes processing through facilities in North Macedonia. These arrangements depend on the service and contract in use.

Our policy for transfers subject to UK restrictions is to use an applicable UK adequacy route or appropriate safeguards, such as the UK International Data Transfer Agreement or the UK Addendum to the European Commission's standard contractual clauses, together with any required assessment and additional protections. The relevant route depends on the recipient and service. Contact Jonathon for details of the arrangements applying to your information and how to obtain a copy of relevant safeguards.

How long we keep information

Our retention policy is to keep personal information only for the period justified by its purpose. The criteria below determine that period where there is no single fixed duration. They take account of the type and sensitivity of the information, the stage of an enquiry or project, legal requirements, potential claims and whether identifiable information is still needed.

- Enquiries and quotations: while the enquiry or negotiation remains active, and afterwards only where a reasonable follow-up, record-keeping or legal need remains. We review closed enquiries and remove information when that need ends.
- Customer, supplier and financial records: during the relationship and for the applicable accounting, tax, contractual or claims period afterwards. A live dispute or legal hold may require longer retention of relevant records.
- Marketing contacts: while the contact remains relevant and the marketing is lawful. An objection ends marketing use; a limited suppression record can remain for as long as needed to honour the objection.

- Website logs, analytics and consent records: according to their security, reporting or evidence purpose and the settings of the relevant service. We review whether information can be deleted or anonymised once that purpose has been met. Browser storage lifetimes are described in the Cookie Policy and Cookiebot declaration; they are distinct from retention of information on a provider's servers.
- Production footage and related records: according to the project's agreed requirements, permissions, controller instructions and justified retention arrangements. We do not promise indefinite storage of all production material.

Filming contributors and portfolio material

Images, voices and testimonials can be personal information. Filming and publication require appropriate project arrangements, and may involve a client acting as controller and North Star acting on its instructions. Where we determine how material is used in our own portfolio, we are responsible for that use. Our basis is consent where we rely on an individual's agreement, or a documented legitimate interest where displaying professional work is appropriate and does not override the individual's rights.

Separate project privacy information should explain the particular use, permissions, retention and responsible organisation. Children's material and sensitive stories require suitable additional arrangements. This website policy does not provide permission to film or publish anyone. If you are concerned about material featuring you or a child, contact Jonathon with the page or film details so we can investigate and involve the relevant client where needed.

Security

Our security policy is to apply technical and organisational measures appropriate to the information and risk, and to restrict access to people who need it for their work. No internet transmission or storage system is completely risk-free. Contact us promptly if you believe information has been lost, disclosed incorrectly or used without authority.

Your rights and complaints

Depending on the circumstances, you may ask to access your personal information, correct it, have it erased, restrict its use or receive a portable copy. You can object to processing based on legitimate interests. You can withdraw consent at any time; this does not affect the lawfulness of processing before withdrawal. Direct marketing objections are dealt with as explained above.

Marketing systems may use engagement information to help select relevant communications; this remains subject to your rights and marketing choices. If significant decisions about you are made solely by automated processing, the applicable law may give you additional information and safeguards, including the ability to make representations, obtain human intervention and contest the decision. You can ask Jonathon about the processing applied to your information.

Contact Jonathon using the details above to exercise a right or raise a complaint. We may need reasonable information to verify your identity. Rights requests are normally handled free of charge and within one month, subject to the extensions, pauses and exceptions permitted by law. We will explain any relevant limitation.

You also have the right to complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint/. We would welcome the opportunity to address your concern, but contacting us does not remove your right to approach the ICO.

Changes to this policy

We may update this policy when our services, systems or legal obligations change. The date above identifies the latest version. Where required, we will bring material changes to your attention and obtain fresh consent before a new consent-based use.