

Privacy Policy & Data Handling Statement

Last Updated: 11/06/2025

Introduction

Bluedeck Ltd. (“we”, “us”, or “our”) is committed to protecting the privacy and personal data of our clients, website visitors and individuals whose personal data may be captured during communications with us or via our website, or during our drone operations. This Privacy Policy explains what data we collect, how we use it and your rights in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

By using our services or visiting our website, you consent to the terms of this Privacy Policy.

Information We Collect

We may collect and process the following types of personal data:

1. **Contact Information:** names, email addresses, phone numbers and postal addresses provided through inquiries or bookings.
2. **Visual Data:** images and video footage captured during aerial operations, which may include identifiable individuals, vehicles or property.
3. **Website Usage Data:** information such as IP addresses, browser type, device identifiers and pages visited, collected through cookies or analytics tools.
4. **Communication Records:** correspondence via email, contact forms or other channels.

How We Use Personal Data

We use personal data for the following purposes:

1. **Service Delivery:** To fulfil contractual obligations and provide requested services.
2. **Compliance:** To adhere to legal and regulatory requirements, including aviation and data protection laws.
3. **Communication:** To respond to inquiries, provide updates and manage client relationships.
4. **Marketing:** With consent, to showcase work in portfolios or promotional materials.

Legal Basis for Processing

Our processing of personal data is based on:

1. **Consent:** When individuals have given clear permission for processing.
2. **Contractual Necessity:** To perform a contract or take steps at the request of the data subject.
3. **Legal Obligation:** To comply with legal requirements.
4. **Legitimate Interests:** For purposes such as improving services, provided these interests are not overridden by individual rights.

Visual Data and Aerial Footage

Our drone operations may involve the incidental collection of personal data through visual recordings. We take care to avoid unnecessary intrusion and always operate in accordance with aviation regulations and privacy guidance.

If you are concerned that you may be included in footage and wish to request removal, please contact us directly.

Cookies and Website Tracking

Our website uses cookies to enhance your experience and collect anonymised usage data. You may adjust your browser settings to refuse cookies or to alert you when cookies are being used. Please note that disabling cookies may affect functionality.

Data Sharing and Disclosure

We do not sell or rent personal data. We may share data with:

1. Service Providers: Such as subcontractors, insurance companies or legal advisors, under confidentiality agreements.
2. Regulatory Bodies: When required by law or to comply with legal processes.

Data Retention

We retain personal data only for as long as necessary to fulfil the purposes it was collected for, including:

1. Visual content: typically retained for up to 12 months unless required for ongoing use or archiving.
2. Contact and client records: retained for up to 6 years for tax, insurance and legal purposes.
3. Website analytics: anonymised and retained in accordance with third-party service provider policies.

Your Rights

Under the UK GDPR, individuals have rights regarding their personal data, including:

- Access: The right to request copies of personal data.
- Rectification: The right to correct inaccurate data.
- Erasure: The right to request deletion of data under certain conditions.
- Objection: The right to object to processing based on legitimate interests.
- Data Portability: The right to request data transfer to another organization.

To exercise these rights, please contact us using the details below.

Data Security

We implement appropriate technical and organisational measures to protect personal data against loss, unauthorised access, or misuse. This includes secure servers, password protection and restricted access to files.

Third-Party Links

Our website may include links to third-party websites. We are not responsible for the privacy practices or content of external sites. We encourage you to review their privacy policies before providing any personal data.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us via <https://bluedeck.uk/contact/> or email contact@bluedeck.uk.

Copyright Notice

© 2025 Bluedeck Ltd. All rights reserved.

This document and its contents are the property of Bluedeck Ltd and may not be reproduced, distributed, or used without express written permission.