



Privacy Policy

Last Updated: 9th June 2026

1. Introduction

Welcome to Black Fox PR & Marketing LTD ("we", "our", "us"). We are committed to protecting your privacy and handling your personal data transparently and securely.

This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our website, engage our services, communicate with us, or otherwise interact with our business.

2. Who We Are

Black Fox PR & Marketing LTD

Registered Address: **71-75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ**

Email: info@blackfoxpr.co.uk

We act as the data controller for the personal information described in this Privacy Policy.

3. Information We Collect

We may collect the following categories of personal data:

Information You Provide Directly

- Name
- Company name
- Job title
- Email address
- Telephone number
- Postal address
- Marketing preferences
- Information contained in correspondence or enquiries

Information We Collect Automatically

When you visit our website, we may collect:

- IP address
- Browser type and version
- Device information
- Pages visited
- Time and date of access



- Referral source
- Website usage data through cookies and analytics tools

Information We Receive from Third Parties

We may obtain information from:

- Clients
- Business partners
- Social media platforms
- Publicly available sources
- Media databases and monitoring services

4. How We Use Your Information

We use personal data to:

- Respond to enquiries
- Provide PR, communications, media relations, and marketing services
- Manage client relationships
- Deliver press releases and media communications
- Administer contracts and invoices
- Improve our website and services
- Send marketing communications where permitted by law
- Comply with legal and regulatory obligations
- Protect our business from fraud and security threats

5. Legal Basis for Processing

Where UK GDPR or EU GDPR applies, we process personal data under one or more of the following lawful bases:

- Consent
- Performance of a contract
- Compliance with legal obligations
- Legitimate interests, including operating and promoting our business
- Protection of vital interests where applicable



6. Media Contacts and Journalists

As part of our PR services, we maintain databases of journalists, editors, influencers, and media professionals.

We process this information based on our legitimate interests in facilitating media relations and communications. Information may include:

- Professional contact details
- Publication or employer information
- Areas of interest or expertise
- Communication preferences

Individuals may request updates or removal of their information by contacting us.

7. Marketing Communications

We may send newsletters, industry updates, and promotional communications.

You may opt out at any time by:

- Clicking the unsubscribe link in our emails
- Contacting us directly

We will respect your marketing preferences in accordance with applicable law.

8. Sharing Your Information

We may share personal data with:

- Clients
- Media outlets and journalists
- Service providers and contractors
- Website hosting providers
- IT and security providers
- Professional advisers
- Regulatory authorities where required by law



We do not sell personal information to third parties.

9. International Transfers

Where personal information is transferred outside the United Kingdom or European Economic Area, we implement appropriate safeguards, including:

- Standard Contractual Clauses
- Adequacy decisions
- Other legally approved transfer mechanisms

10. Data Retention

We retain personal information only for as long as necessary to:

- Provide our services
- Meet legal obligations
- Resolve disputes
- Enforce agreements

Retention periods vary depending on the nature of the information and legal requirements.

11. Data Security

We implement appropriate technical and organisational measures to protect personal information against:

- Unauthorised access
- Loss
- Misuse
- Alteration
- Disclosure

However, no method of transmission or storage is completely secure.

12. Your Rights

Depending on your location and applicable law, you may have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion
- Restrict processing



- Object to processing
- Withdraw consent
- Request data portability
- Lodge a complaint with a supervisory authority

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

13. Cookies

Our website may use cookies and similar technologies to:

- Improve functionality
- Analyse website traffic
- Personalise content

For more information, please see our Cookie Policy.

14. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites and encourage users to review their privacy policies.

15. Contact Us

If you have questions about this Privacy Policy or wish to exercise your rights, please contact:

Black Fox PR & Marketing LTD

Email: info@blackfoxpr.co.uk

Address: **71-75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ**

16. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date.