

Privacy & GDPR Policy

Last updated: 01 January 2026

1. Who we are

Burning River Limited (“we”, “us” or “our”) is a UK-based creative agency specialising in social-first video production, brand storytelling, content creation and creator partnerships, with a registered company number of: 16863217

If you have any questions about this policy or how we use your personal information, please contact us using the details above.

2. What information we collect

Depending on how you interact with us, we may collect:

- Name
- Company name
- Job title
- Email address
- Telephone number
- Postal address
- Information you provide in enquiry forms
- Project briefs and supporting documents
- Website usage information
- IP address and browser information
- Marketing preferences

We only collect information that is relevant to providing our services or responding to your enquiry.

3. How we collect your information

We collect information when you:

- Complete a contact form on our website
- Email or telephone us
- Meet with us or become a client
- Subscribe to marketing communications
- Interact with our website
- Engage with us through social media

Some technical information is collected automatically through cookies and analytics tools.

4. Why we process your information

We process personal data to:

- Respond to enquiries
 - Prepare proposals and quotations
 - Deliver our creative services
 - Manage client relationships
 - Invoice and administer accounts
 - Improve our website and services
 - Send marketing communications where you have agreed to receive them
 - Meet our legal and regulatory obligations
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5. Our lawful basis for processing

Under UK GDPR we rely on one or more of the following lawful bases:

Contract

Where processing is necessary to provide services you've requested or to enter into a contract with you.

Legitimate Interests

To manage our business, respond to enquiries, improve our services and maintain client relationships where these interests are balanced against your rights.

Consent

Where you have chosen to receive marketing communications or where consent is otherwise required.

Legal Obligation

Where we are required to retain or disclose information by law.

6. Marketing

We may occasionally send updates, news or information about our services.

You can unsubscribe at any time by clicking the unsubscribe link in our emails or by contacting us directly.

We will never sell your personal information to third parties.

7. Sharing your information

We only share personal information where necessary.

This may include:

- Professional advisers (such as accountants or solicitors)
- IT and cloud service providers
- Website hosting providers
- CRM and email marketing platforms
- Video production and creative collaborators where required for your project
- Payment providers
- Government authorities where legally required

All suppliers processing personal data on our behalf are required to keep it secure and confidential.

8. International transfers

Some of the software and cloud services we use may store information outside the UK.

Where this happens, we ensure appropriate safeguards are in place, such as UK adequacy regulations or approved contractual safeguards.

9. How long we keep your information

We only retain personal information for as long as necessary.

Typical retention periods include:

- Client records: up to 7 years after the end of our relationship
- Financial records: 6 years plus the current financial year where required by law
- Marketing records: until you unsubscribe
- Website enquiries: normally up to 24 months

Information that is no longer required is securely deleted.

10. Keeping your information secure

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

- Unauthorised access
- Loss
- Misuse
- Alteration
- Disclosure

While no internet transmission is ever completely secure, we continually review our security practices.

11. Your rights

Under UK GDPR you have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Restrict processing
- Object to processing based on legitimate interests
- Receive a copy of your data in a portable format where applicable
- Withdraw consent at any time where processing relies on consent

To exercise any of these rights, please contact us using the details above.

12. Cookies

Our website uses cookies to improve functionality, understand how visitors use the site and help us improve our services.

Where required, we ask for your consent before placing non-essential cookies on your device.

Further details are available in our Cookie Policy.

13. Third-party websites

Our website may contain links to other websites.

We are not responsible for the privacy practices of those websites and encourage you to read their own privacy policies.

14. Complaints

If you have concerns about how we handle your personal information, please contact us first so we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office (ICO):

<https://ico.org.uk/make-a-complaint/>

15. Changes to this policy

We may update this Privacy Policy from time to time to reflect changes in our business, legal requirements or the services we provide.

The latest version will always be available on this website with the revision date shown at the top.