Privacy Policy – Design Magic Ltd

Protecting Your Data Worldwide

Introduction

At Design Magic Ltd, your privacy is our priority. As an IT consultancy and web design agency based in the United Kingdom with clients across the globe, we are committed to protecting the personal information you share with us. This Privacy Policy explains what data we collect, how we use it, your rights, and how we keep it secure. We believe in transparency and want you to feel confident and informed when you interact with our website, services, and team.

Who We Are

Design Magic Ltd
Registered Office: Bishopstone, 36 Crescent Road, Worthing, West Sussex, BN11 1RL
Email: info@designmagic.net
Company Number: 05866636
Design Magic Ltd is registered with the ICO and operates in accordance with the Data Protection Act 2018 and the UK General Data Protection Regulation (GDPR).

What Information We Collect

We collect and process different types of personal data, depending on how you interact with us and which services you use. This may include:

- Contact Information: Name, email address, telephone number, postal address, job title, company name.
- Account Details: Usernames, passwords, and security details for access to our client portal or project management tools.
- Project Information: Details about your business, goals, project requirements, and any content or data you provide to us for project purposes.
- Financial Information: Billing address, payment method, and transaction details (handled securely and in accordance with PCI DSS standards).
- Technical Information: IP address, browser type, device information, operating system, and usage data when you visit our website or use our online services.
- Communications: Copies of emails, messages, or calls between you and us.
- Marketing Preferences: Your choices regarding receiving marketing materials or newsletters.

We only collect information directly from you, through our website, via email, phone, or in person, or from third-party sources you have authorised.

How We Use Your Information

We use your personal data for the following purposes:

- To provide our services: To fulfil our contracts with you and deliver IT consultancy or web design solutions tailored to your needs.
- To communicate with you: To respond to your enquiries, provide updates on your project, and send administrative information.
- For billing and account management: To process payments, issue invoices, and manage your account details.
- To improve our services: To analyse how our website and services are used and to develop new features, based on feedback and usage patterns.
- For marketing (with your consent): To send you newsletters, promotions, or details about our services that may interest you. You can opt-out at any time.
- For legal and regulatory compliance: To comply with applicable laws, investigate fraud, or protect our legal rights.

Legal Basis for Processing

We process your personal data on one or more of the following legal grounds:

- Contract: When processing is necessary to fulfil the contract you have with us (e.g., to provide services or support).
- Consent: When you have given us clear permission to process your data for a specific purpose (e.g., marketing communications).
- Legal Obligation: When we are required to comply with a legal or regulatory obligation.
- Legitimate Interests: When processing is necessary for our legitimate business interests, provided your rights and interests do not override these.

How We Share Your Data

Design Magic Ltd will never sell your personal information to third parties. We may share your data in the following circumstances:

- Trusted Suppliers and Partners: We may share your data with carefully selected technology partners, hosting providers, payment processors, and subcontractors who help us deliver our services. All such parties are required to process your data only on our instructions and in accordance with this Privacy Policy.
- Legal Compliance: If required by law, we may disclose your information to regulators, law enforcement, or government bodies.
- Business Transfers: In the unlikely event of a merger or acquisition, your data may be transferred to the new owners under the same privacy commitments.

Some of our partners and suppliers may be located outside the UK or the European Economic Area. In such cases, we ensure appropriate safeguards are in place to protect your data, such as standard contractual clauses or equivalent protection measures.

How We Keep Your Data Safe

We are committed to protecting your information from unauthorised access, loss, or misuse. Our safeguards include:

- Secure servers and encrypted data storage
- Firewalls, anti-virus, and intrusion detection systems
- Access controls and regular staff training on data protection
- Regular reviews of our security measures and procedures

While we take every precaution to protect your information, no method of transmission or storage is 100% secure. If a data breach affecting your information occurs, we will notify you and the appropriate authorities as required by law.

How Long We Keep Your Data

We only keep your personal data for as long as necessary to fulfil the purposes described in this Privacy Policy, or as required by law. When your data is no longer needed, we will securely delete or anonymise it.

Your Rights

You have important rights under UK data protection law, including:

- The right to access a copy of your personal data held by us
- The right to correct any inaccurate or incomplete information
- The right to request deletion of your data under certain circumstances
- The right to restrict or object to our processing of your data
- The right to receive your data in a portable format, where applicable
- The right to withdraw consent for marketing at any time
- The right to complain to the UK Information Commissioner's Office (ICO) if you are concerned about how we handle your data

To exercise your rights, please contact us using the details provided in the "Who We Are" section above.

Cookies and Website Analytics

Our website uses cookies and similar analytics tools to enhance your experience, remember your preferences, and analyse how our site is used. You can control cookies through your browser settings. For more information, see our Cookie Policy.

Children's Privacy

Our services are not intended for children under the age of 16. We do not knowingly collect personal data from children. If you believe a child has provided us with their information, please contact us so we can remove it.

Links to Other Websites

Our website may contain links to third-party sites. We are not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policies of any sites you visit.

Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The latest version will always be available on our website, and we encourage you to check it regularly. If we make significant changes, we will notify you by email or a prominent notice on our website.

Contact Us

If you have questions, concerns, or requests regarding your personal data or this Privacy Policy, please get in touch:
Design Magic Ltd
Email: info@designmagic.net
Telephone: 0203 876 1111

We are committed to resolving any privacy concerns and will respond promptly.

This policy was last updated on 25 November 2026 and is next due for a review on 25 November 2027.