blumilk

PRIVACY NOTICE

Website Privacy Notice

Litewhite Limited t/a Blumilk
Version 1.0 · Effective January 2027

The Creative & Digital Agency
Engage your customers | Love your staff | Beat your competitors

Website Privacy Notice

Litewhite Limited t/a Blumilk · Effective January 2027

This notice explains how Blumilk collects and uses personal information about people who visit our website, contact us, work with us or apply to join us.

Company	Litewhite Limited t/a Blumilk (company no. 04620258)
Notice owner	Managing Director
Approved by	Managing Director and Commercial & Brand Director
Version	1.0 (new notice, published on blumilk.com)
Effective	January 2027
Next review	January 2028, or sooner if our website or the law changes

1. Who We Are

Blumilk is the trading name of Litewhite Limited, a company registered in England and Wales (company no. 04620258). Our registered office is Ground Floor, Mikasa House, Asama Court, Newcastle Business Park, Newcastle upon Tyne, NE4 7YD.

We are the controller of the personal information described in this notice. Our Managing Director is responsible for data protection.

For any question about your information, or to use your rights, email **info@blumilk.com** or write to us at the address above.

We are registered with the Information Commissioner's Office (ICO) under registration number ZA345847.

2. What We Collect and Why

Who you are	What we collect	Why we use it	Lawful basis
Website visitor	Pages viewed, time on site, device and browser type, approximate location (town or region), collected through Google Analytics	To understand how our website is used and improve it	Consent, which you give or refuse in our cookie banner
Someone who contacts us	Name, job title, organisation, email, phone number and what you tell us	To reply and, if relevant, discuss working together	Legitimate interests, or steps before a contract
Client contact	Name, job title, work email and phone, and records of our work together	To deliver our services, manage the relationship and invoice	Contract and legitimate interests
Prospective client	Business contact details from you, your organisation's website, LinkedIn or events	To introduce our services to organisations we could help	Legitimate interests
Job applicant	CV, application, interview notes and references	To consider you for a role	Steps before a contract and legitimate interests
Supplier or freelancer	Contact and payment details	To work with you and pay you	Contract

We do not use your information for automated decisions that significantly affect you, and we do not sell it. We do not send marketing newsletters. If you ask us not to contact you again, we will stop.

3. Cookies and Analytics

Cookies are small files a website stores on your device. We only use analytics cookies, and only if you accept them in the cookie banner when you first visit our website. You can change your choice at any time using the cookie settings link at the bottom of every page, or by deleting cookies in your browser.

Analytics. We use Google Analytics, loaded through Google Tag Manager, to count visits and see which pages are used, so we can improve our website. If you accept analytics cookies, it sets these cookies:

Cookie	Set by	What it does	How long it lasts
_ga	Google Analytics	Tells visits from different browsers apart, so we can count visitors	2 years
_ga_CLD8KKWJYQ	Google Analytics	Keeps track of your visit (session)	2 years

We have Google's advertising features (Google Signals) turned on. This means Google may combine information about your visit with information from Google accounts, if you are signed in to one, to give us combined reports about our visitors, such as age range and interests. We cannot identify you from these reports, and we do not use them to show you adverts. Google's use of this information is covered by Google's own privacy policy (policies.google.com/privacy).

If you refuse analytics cookies, none are set and your visit is not tracked.

Embedded content. Some pages show videos from YouTube or Vimeo. These providers may set their own cookies when you view or play a video, and their own privacy policies apply. We will update this notice if we add any other cookies.

4. Sharing, Transfers and Keeping Your Information

Who we share it with. Only people who need it to help us work:

- the service providers who run our systems, such as Microsoft, Google, Productive, Xero, Adobe and Krystal (our website host), under contracts that protect your information
- freelancers, printers and other suppliers working on a project with us, where they need it
- our professional advisers, insurers and auditors
- regulators, courts or the police, where the law requires it

Transfers outside the UK. Some providers store information outside the UK. Where they do, we rely on UK adequacy regulations or the provider's approved safeguards, such as the UK International Data Transfer Agreement.

How long we keep it. Only as long as we need it, in line with our Data Retention Schedule. For example: enquiries that don't lead to work, 1 year; prospective client contacts, 2 years after our last contact or straight away if you ask us to stop; client records, 6 years after our work ends; unsuccessful job applications, 6 months after the role is filled.

5. Your Rights

You have the right to ask for a copy of the personal information we hold about you, and to ask us to correct it, delete it, limit how we use it, or transfer it to you or another organisation in a common format. You can also object to us using it, including for analytics or contacting you about our services.

To use any of these rights, email info@blumilk.com. We will respond within one month, or tell you within that month if we need longer for a complex request.

Complaints. If you are unhappy with how we have handled your information, please tell us first at info@blumilk.com. We will acknowledge your complaint within 30 days and respond without undue delay. You can also complain to the Information Commissioner's Office at ico.org.uk.

Changes to this notice. We review this notice every year and will post any changes here. Last updated: January 2027.

Questions About This Notice?

Speak to the notice owner, the Managing Director,
or contact us at **info@blumilk.com**

blumilk.com

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