

Privacy Policy



Updated 24th May 2026

1. Who We Are

We are Bad Wolf Horizon Ltd, a drone filming and aerial production company based in Cornwall, United Kingdom.

Registered Office:

5 Polmennor Road, Falmouth, Cornwall, TR11 5UX

Email:

tom@badwolfhorizon.com

For the purposes of UK data protection law, Bad Wolf Horizon Ltd is the “data controller” of your personal information.

2. The Information We Collect

We may collect and store the following information when you contact us or use our services:

- Name
- Email address
- Phone number
- Company name
- Project details and enquiry information
- Billing and invoicing information
- Website usage data (such as IP address, browser type, and pages visited)

We only store personal information when:

- You contact us directly;
- You provide your information voluntarily;
- We enter into a business relationship with you; or
- We are legally required to retain certain records.

3. How We Collect Your Data

We collect information when you:

- Submit an enquiry through our website;
 - Email or call us;
 - Interact with us on social media;
 - Engage us for services;
 - Sign contracts or request quotations; or
 - Browse our website.
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4. How We Use Your Information

We use your information to:

- Respond to enquiries;
- Provide quotations and services;
- Manage projects and client relationships;
- Send invoices and process payments;
- Maintain business records;
- Improve our website and services; and
- Send occasional marketing communications where permitted by law.

We do not sell your personal information to third parties.

5. Our Lawful Bases for Processing

Under UK GDPR, we rely on the following lawful bases:

- **Legitimate Interests** — for responding to enquiries, managing client relationships, and operating our business;
- **Contractual Necessity** — where processing is necessary to provide services to you;
- **Legal Obligation** — where we are required to retain records for tax, accounting, or regulatory purposes;
- **Consent** — where you opt in to receive marketing communications.

You can withdraw consent to marketing at any time.

6. Where Your Data Is Stored

We store client and enquiry information using secure third-party business tools, including [Notion](#).

Some of these providers may process data outside the United Kingdom. Where this occurs, we take reasonable steps to ensure appropriate safeguards are in place in accordance with UK GDPR.

7. Data Retention

We retain personal information only for as long as reasonably necessary, including:

- For ongoing business and client relationship purposes;
- To comply with legal, tax, or accounting obligations; or
- To resolve disputes or enforce agreements.

If we no longer need your data, we will securely delete or anonymise it.

8. Sharing Your Information

We may share your information with:

- Professional advisers (such as accountants or solicitors);
- Payment providers;
- IT and software providers;
- Trusted subcontractors involved in delivering services;
- Regulatory authorities where legally required.

All third parties are expected to respect the security of your personal data and process it lawfully.

9. Your Rights

Under UK GDPR, you have rights including:

- The right to access your data;
- The right to correct inaccurate data;
- The right to request deletion of your data;
- The right to restrict processing;
- The right to object to processing;
- The right to data portability;
- The right to withdraw consent.

To exercise any of these rights, contact:
tom@badwolfhorizon.com

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

[Information Commissioner's Office \(ICO\)](#)

10. Cookies

Our website may use cookies and analytics tools to improve user experience and understand website traffic.

You can control cookies through your browser settings.

If you use analytics or cookie banners, you should also create a separate Cookie Policy.

11. Data Security

We take reasonable technical and organisational measures to protect personal data against unauthorised access, loss, misuse, or disclosure.

However, no internet transmission or storage system can be guaranteed completely secure.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Any updates will be posted on this page with a revised effective date.

13. Contact

If you have any questions about this Privacy Policy or how we handle your data, contact:

Bad Wolf Horizon Ltd
tom@badwolfhorizon.com