

Power Ballads - Privacy Policy

1. Introduction

Power Ballads ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Information We Collect

We collect and process the following personal information:

2.1 Contact Information

- Email addresses
- Mobile phone numbers (for SMS marketing)
- Name
- Postal address (if provided)

2.2 Marketing Preferences

- Your consent preferences for email and SMS communications
- Communication history and engagement with our marketing materials
- Opt-in/opt-out records

2.3 Social Media Information

When you interact with us on social media platforms or when we process advertising campaigns, we may collect:

- Social media profile information you make publicly available
- Interactions with our social media content
- Custom audience data for targeted advertising
- Advertising performance and analytics data

2.4 Technical Information

- IP addresses
- Browser type and version
- Device information
- Cookie data (see our Cookie Policy)

3. How We Collect Your Information

We collect your personal information through:

- Direct interactions: When you sign up for our marketing communications, fill out forms, or contact us directly
- Automated technologies: Through cookies and similar tracking technologies on our website
- Social media platforms: When you interact with our profiles or advertisements on platforms including Facebook, Instagram, TikTok, Snapchat, and Google
- Third-party sources: From marketing partners and data providers (only where you have given appropriate consent)

4. Legal Basis for Processing

We process your personal data under the following legal grounds:

4.1 Consent (Article 6(1)(a) UK GDPR)

- Email and SMS Marketing: We will only send you marketing communications if you have explicitly consented to receive them
- Social Media Processing: Where required, we obtain your consent for processing your data for targeted advertising

4.2 Legitimate Interests (Article 6(1)(f) UK GDPR)

- Improving our services and customer experience
- Analyzing marketing campaign performance
- Fraud prevention and security

4.3 Legal Obligation (Article 6(1)(c) UK GDPR)

- Maintaining records as required by law
- Responding to legal requests

5. How We Use Your Information

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5.1 Email Marketing

We use your email address to:

- Send promotional offers and updates about our products/services
- Share relevant content and news
- Conduct surveys and gather feedback
- Send service updates (where you are an existing customer)

5.2 SMS Marketing

We use your mobile phone number to:

- Send promotional text messages about offers and events
- Send time-sensitive notifications
- Share exclusive SMS-only deals

Important: You must opt-in to receive SMS marketing. Standard messaging rates may apply.

5.3 Social Media Advertising

We process your information to:

- Create custom audiences for targeted advertising on social platforms
- Analyze campaign performance and engagement
- Build lookalike audiences to reach similar potential customers
- Retarget visitors who have interacted with our website or content
- Measure return on advertising spend

We use the following social media platforms:

- Meta Platforms (Facebook, Instagram)
- TikTok
- Snapchat
- Google (YouTube, Display Network)

6. Data Sharing and Third Parties

6.1 Social Media Platforms

We share limited personal data with social media platforms for advertising purposes. This includes:

- Meta (Facebook/Instagram): Hashed email addresses and phone numbers for Custom Audiences
- TikTok: Hashed identifiers for audience matching
- Snapchat: Hashed contact information for ad targeting
- Google Ads: Customer data for Customer Match campaigns

These platforms process this data according to their own privacy policies:

- Meta Privacy Policy: <https://www.facebook.com/privacy/policy/>
- TikTok Privacy Policy: <https://www.tiktok.com/legal/privacy-policy>
- Snapchat Privacy Policy: <https://www.snap.com/privacy/privacy-policy>
- Google Privacy Policy: <https://policies.google.com/privacy>

6.2 Marketing Service Providers

We use the following types of service providers:

- Email marketing platforms
- SMS delivery services
- Customer Relationship Management (CRM) systems
- Analytics and tracking services

6.3 Data Processing Agreements

All third-party processors are bound by data processing agreements ensuring GDPR compliance and appropriate security measures.

6.4 International Transfers

Some of our service providers are based outside the UK/EEA. Where we transfer your data internationally, we ensure appropriate safeguards are in place, such as:

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- Standard Contractual Clauses (SCCs)
- Adequacy decisions by the UK Government
- Privacy Shield frameworks (where applicable)

7. Your Rights Under GDPR

You have the following rights regarding your personal data:

- 7.1 Right to Access (Article 15) - You can request a copy of the personal data we hold about you.
- 7.2 Right to Rectification (Article 16) - You can request correction of inaccurate or incomplete data.
- 7.3 Right to Erasure (Article 17) - You can request deletion of your personal data in certain circumstances.
- 7.4 Right to Restrict Processing (Article 18) - You can request that we limit how we use your data.
- 7.5 Right to Data Portability (Article 20) - You can request your data in a structured, commonly used format.
- 7.6 Right to Object (Article 21) - You can object to processing based on legitimate interests or for direct marketing purposes.
- 7.7 Right to Withdraw Consent (Article 7(3)) - Where we rely on consent, you can withdraw it at any time.
- 7.8 Right to Lodge a Complaint - You can complain to the Information Commissioner's Office (ICO):

Website: <https://ico.org.uk/> | Telephone: 0303 123 1113

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

8. How to Opt Out and Manage Preferences

8.1 Email Marketing

- Click the unsubscribe link in any marketing email
- Contact us directly at hello@powerballads.co
- Update your preferences through our preference center

8.2 SMS Marketing

- Reply STOP to any SMS message
- Contact us at hello@powerballads.co

8.3 Social Media Advertising

You can control social media advertising through platform ad preference settings (Facebook/Instagram, TikTok, Snapchat, Google).

You can also opt out of interest-based advertising through:

- Your Online Choices (EU): <http://www.youonlinechoices.eu/>
- Digital Advertising Alliance (UK): <https://www.youonlinechoices.com/uk/>

8.4 Processing Time

We will process all opt-out requests within 48 hours for email/SMS and up to 10 business days for social media audience removal.

9. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this policy:

- Active marketing consent: Until you withdraw consent or up to 3 years of inactivity
- Withdrawn consent records: 3 years (to prevent re-contact)
- Social media audience data: Until you opt out or the campaign ends
- Legal compliance records: As required by law (typically 6-7 years)

After the retention period, we will securely delete or anonymize your data.

10. Data Security

We implement appropriate technical and organizational measures to protect your personal data including encryption, secure infrastructure, access controls, staff training, and incident response procedures.

In the event of a data breach affecting your rights and freedoms, we will notify you and the ICO within 72 hours as required by Article 33 UK GDPR.

11. Children's Privacy

We do not knowingly collect or process personal data from children under 16 years of age without parental consent. If you believe we have collected data from a child, please contact us immediately.

12. Automated Decision-Making

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We may use automated systems to segment audiences, personalize content, and score engagement. These processes do not result in legal or similarly significant decisions about you.

13. Cookies and Tracking

We use cookies and similar technologies for website functionality, analytics, and marketing (including social media pixels from Meta, TikTok, Snapchat, and Google).

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of significant changes by posting the updated policy and updating the Last Updated date.

15. Contact Us

If you have questions about this Privacy Policy or wish to exercise your rights, please contact us:
hello@powerballads.co

16. Consent Statement

By providing your email address and/or mobile phone number and checking the appropriate consent boxes, you agree to receive marketing communications from Power Ballads via email marketing, SMS marketing, and social media advertising (through custom audience matching).

You understand that your data will be processed as described in this Privacy Policy, you can withdraw your consent at any time, and you have the right to object to processing for direct marketing purposes.

Acknowledgment: This Privacy Policy complies with the UK GDPR, Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

Last updated: May 2026