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# Spark Emotions Privacy Policy

**Last Updated: 16/02/2026**

## 1. Overview

Spark Emotions ("we", "us", "our") is committed to respecting and protecting your privacy.

This policy sets out how we aim to comply with the General Data Protection Regulation ("GDPR") and other applicable data protection laws. It explains how we collect, use, and safeguard the personal data we collect from visitors to our website.

The GDPR defines "personal data" as any information relating to an identified or identifiable natural person (a data subject).

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## 2. The Personal Data We Collect

We may collect and process the following types of personal data:

### **Information you provide to us:**

This includes your name and email address, which you may provide by filling out a contact form, subscribing to a newsletter, participating in research activities, or communicating with us via email.

### **Information we collect automatically:**

When you visit our website, we may automatically collect technical information, including your IP address, browser type, and information about your visit (such as pages viewed). This data is primarily collected via cookies.

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## 3. How We Use Your Personal Data

We only use your personal data for specific, explicit, and legitimate purposes. These include:

- To operate and maintain our website.
- To respond to your questions or inquiries when you contact us.
- To send you marketing communications or newsletters, but only where we have your explicit consent to do so.
- To analyse our website's traffic and performance using analytics tools to improve our content and user experience.
- To comply with legal obligations.

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## **4. Lawful Basis for Processing**

We will only process your personal data where we have a lawful basis to do so. The primary bases we rely on are:

### **Consent:**

You have given us clear consent to process your personal data for a specific purpose (e.g., signing up for our newsletter or participating in research).

### **Legitimate Interests:**

Processing is necessary for our legitimate interests (e.g., analysing website traffic to improve our service), provided these interests are not overridden by your fundamental rights.

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## **5. Third-Party Services and Data Sharing**

We do not sell, trade, or rent your personal data to third parties. We may, however, share your data with trusted third-party service providers who process data on our behalf.

Our partners are carefully selected and are required to comply with data protection laws. They include:

- **Google (G Suite / Google Cloud Platform):** For our email services and website/database hosting.
- **HubSpot:** To manage our marketing communications and customer relationship management (CRM).
- **Google Analytics:** To analyse website traffic and user interaction.  
This data is often anonymised.

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## 6. Your Data Rights

Under GDPR, you have specific rights over your personal data:

- The right to be informed: About how we collect and use your data.
- The right of access: To request a copy of the data we hold about you.
- The right to rectification: To have inaccurate or incomplete data corrected.
- The right to erasure: To request that we delete your personal data (under certain conditions).
- The right to restrict processing: To limit how we use your data.
- The right to data portability: To receive your data in a usable format.
- The right to object: To our processing of your data (e.g., for direct marketing).

To exercise any of these rights, please contact us at  
[dataprotection@sparkemotions.com](mailto:dataprotection@sparkemotions.com).

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## 7. Data Security and Retention

We have put in place appropriate technical and organizational measures to safeguard and secure the information we collect online.

We will only retain your personal data for as long as is necessary for the purposes set out in this policy, or as required by law.

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## 8. Cookie Policy

A cookie is a small file placed on your computer's hard drive. We use cookies to:

- **Make our website work:** Including for security and basic functions.
- **Analyse performance:** We use Google Analytics cookies to understand how visitors use our website, which pages are most popular, and how we can improve our site.

You can manage your cookie preferences through your browser settings.

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## 9. Changes to This Policy

We may update this policy from time to time by posting a new version on this page. We recommend you check this page occasionally to ensure you are happy with any changes.

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## 10. How to Contact Us

If you have any questions or concerns about this privacy policy or our data practices, please contact us at:

General Inquiries: [hello@sparkemotions.com](mailto:hello@sparkemotions.com)

Data Protection Requests: [dataprotection@sparkemotions.com](mailto:dataprotection@sparkemotions.com)