

Your privacy matters.

Last updated: 10 September 2026

RF Social respects your privacy. This policy explains how we collect and use personal information when you visit our website, contact us or work with us.

1. Who we are

RF Social provides content creation, social media management, photography, videography and digital marketing services.

The business responsible for your personal information is:

Rebecca Forber and Ryan Forber, trading in partnership as **RF Social**.

Business correspondence address: Lumber Lane, Burtonwood, Warrington, WA5 4AT

Email: hello@rf-social.com

Website: <https://rf-social.com>

For our own enquiries, client administration and marketing, we act as the data controller. This means we decide why and how personal information is used.

When we handle information on a client's behalf, such as their customer enquiries or mailing lists, we may act as their data processor. In those cases, we follow their instructions and the relevant client's privacy notice applies.

2. Information we collect

Depending on how you interact with us, we may collect:

- Your name, business name, email address, telephone number and social media handle.
- Information you provide through enquiries, meetings, emails, WhatsApp or social media.
- Project briefs, contracts, billing details and payment records.
- Account permissions and information needed to manage your agreed services.
- Photographs, video recordings, voices and testimonials.
- Information about interactions with content and advertising, including campaign results.
- Technical information collected through our website, such as your IP address, browser and device information, where relevant tools are enabled.

How we use your data.

We collect information directly from you, through platforms you use to contact us, or from clients who provide information needed for a project. If we obtain your information from another source, we will provide further details where required.

3. How and why we use your information

We use personal information for the following purposes:

Purpose	Lawful basis
Responding to enquiries and preparing proposals	Taking steps towards a contract with you, or our legitimate interest in responding to business enquiries
Providing agreed services	Performing our contract with you, or our legitimate interest in delivering services to the organisation you represent
Managing client relationships, project communications and account access	Our legitimate interest in running projects and maintaining client relationships
Issuing invoices and maintaining financial records	Performing a contract and meeting legal obligations
Protecting our systems, preventing misuse and handling disputes	Our legitimate interest in protecting our business and those we work with
Sending our own marketing communications	Consent, or legitimate interests where the law permits
Using optional website tracking	Consent where required

Where we rely on legitimate interests, we consider the effect on your privacy and whether our use is reasonable and proportionate.
If you do not provide information needed to arrange or deliver a service, we may be unable to proceed.

4. Photography, video and client content

Our work may involve capturing or editing identifiable people in photographs and videos. Before a shoot, we or the commissioning client will explain the intended use of the content and the applicable lawful basis. Depending on the circumstances, this may be consent or legitimate interests.
Where a client controls the shoot and publication, we process the content according to their instructions. Any separate use by RF Social for our own portfolio or marketing requires an appropriate lawful basis and suitable privacy information.
For content involving children, we agree appropriate arrangements with the client and obtain parent or guardian permission where required. If you have a concern about content featuring you, contact us using the details in section 1.

Handling your information.

5. Marketing

Where permitted, we may contact you about RF Social's services, news or offers.

You can opt out at any time by using the unsubscribe option in an email or contacting us directly. Opting out of marketing will not stop essential messages about an enquiry, booking or ongoing service.

You have the right to object to the use of your personal information for direct marketing at any time.

We may retain a minimal record of your opt-out so we can respect your preference.

6. Who we share information with

Where necessary, we share relevant information with providers supporting our work, including:

- Website hosting and analytics providers, including Wix, and email and cloud storage providers.
- Project management, contract signing, invoicing and payment providers.
- Social media, advertising and email marketing platforms.
- Freelancers or contractors helping deliver your agreed services.
- Accountants, insurers and professional advisers.
- Authorities where disclosure is legally required.

We limit access to what is needed and put appropriate contractual protections in place where providers process information for us.

Content intended for publication may be shared with the commissioning client and published on the agreed websites, social media accounts or advertising channels. Published content may be accessible worldwide.

7. International transfers

Some providers may process information outside the UK. Where this involves a restricted international transfer, we use an appropriate legal transfer mechanism, such as UK adequacy regulations or approved contractual safeguards.

Our website provider, Wix, operates internationally. Further information about its handling of personal information is available in the [Wix Privacy Policy](#).

You can contact us for further information about relevant safeguards.

8. How long we keep information

We keep personal information only for as long as needed for the purpose it was collected. When deciding retention periods, we consider whether an enquiry or client relationship is ongoing; project delivery, revision and agreed storage requirements; accounting and other legal obligations; the need to establish, exercise or defend legal claims; and whether continued use of published content remains justified.

Client information held on a client's behalf is returned or deleted in line with our agreement, subject to legal requirements. Information that is no longer needed is deleted or anonymised.

You stay in control.

9. Cookies and website tracking

Our website is hosted by Wix and uses Wix Analytics to help us understand website visits and improve our content. Cookies and similar technologies may be used for website security, functionality and analytics. The information collected may include device and browser details, pages visited and interactions with the website.

Where consent is required, optional technologies will only be used after you agree. You can use any cookie controls displayed on our website to manage your choices. You can also block or delete cookies through your browser settings, although this may affect website functionality. To withdraw consent or ask about your choices, email hello@rf-social.com.

Cookies may last for a browsing session or remain on your device for a specified period. For information about Wix cookies, see [Cookies and Your Wix Site](#). Contact us for information about the cookies used on our website.

10. Keeping information secure

We use appropriate technical and organisational measures to protect personal information, including limiting access to people who need it for their work.

No online service can guarantee complete security. Please avoid sending passwords or sensitive personal information through ordinary enquiry forms or messages.

11. Your rights

Depending on the circumstances, you may have the right to:

- Access your personal information.
- Correct inaccurate or incomplete information.
- Request deletion or restriction of its use.
- Receive certain information in a portable format.
- Withdraw consent where we rely on it.

Withdrawing consent does not affect processing that was lawful before withdrawal.

You can also object to processing based on legitimate interests, including profiling based on those interests.

To exercise your rights, contact us using the details in section 1. We may need to verify your identity before responding.

12. Complaints

If you are unhappy with how we handle your information, please contact us so we can investigate.

You also have the right to complain to the Information Commissioner's Office, the UK's data protection regulator:

Website: ico.org.uk/make-a-complaint/

13. Changes to this policy

We may update this policy when our services or practices change. The latest version will appear on our website with its updated date.