

FORMA

Privacy Policy

Last updated: July 2026

Dash Agency Limited (trading as Forma Media) is committed to protecting your privacy. This policy explains what personal data we collect, why we collect it, how we use it, and what your rights are. Please read it carefully.

The data controller is Dash Agency Limited, company number 15193790, registered in England and Wales. You can contact us at hello@formamedia.co.uk.

1. Who We Are

Forma Media is a trading name of Dash Agency Limited. We operate a digital out-of-home advertising network across suburban office parks in the United Kingdom. Our website is formamedia.co.uk.

When we refer to 'we', 'us', or 'Forma' in this policy, we mean Dash Agency Limited trading as Forma Media.

2. What Data We Collect

2.1 Data you give us directly

When you contact us, submit an enquiry, sign an agreement, or purchase advertising, we may collect:

- Your name and job title.
- Your business name and address.
- Your email address and telephone number.
- Payment and billing information (processed securely via our payment provider).
- Any other information you choose to provide in correspondence with us.

2.2 Data we collect automatically

When you visit formamedia.co.uk, we may collect:

- Your IP address.
- Browser type and version.
- Pages visited and time spent on each page.
- Referring website or search term.
- Device type and operating system.

This data is collected via cookies and similar technologies. See Section 7 (Cookies) for more detail.

2.3 Data from third parties

We may receive data about you from third parties such as referral partners, publicly available business directories, or analytics providers. We only use such data where we have a lawful basis to do so.

FORMA

Privacy Policy

3. How We Use Your Data

We use personal data for the following purposes:

- To respond to enquiries and provide information about our services.
- To enter into and manage agreements with venue operators and advertisers.
- To process bookings, issue invoices, and collect payment.
- To deliver and manage advertising campaigns, including providing proof of posting.
- To send service-related communications such as campaign confirmations and revenue statements.
- To send marketing communications where you have consented or where we have a legitimate interest in doing so.
- To improve our website and services using analytics data.
- To comply with our legal and regulatory obligations.

4. Legal Basis for Processing

We process personal data on the following legal bases:

- Contract: where processing is necessary to perform a contract with you or to take steps at your request before entering into a contract.
- Legitimate interests: where we have a legitimate business interest in processing your data that is not overridden by your rights. This includes maintaining business relationships, preventing fraud, and improving our services.
- Legal obligation: where we are required to process data to comply with a legal or regulatory obligation.
- Consent: where you have given your explicit consent, such as to receive marketing communications. You can withdraw consent at any time.

5. Marketing

We may send you marketing communications about Forma's services where you have opted in to receive them, or where you are an existing contact and we have a legitimate interest in keeping you informed.

You can opt out of marketing communications at any time by clicking 'unsubscribe' in any email we send you, or by emailing us at hello@formamedia.co.uk.

6. Sharing Your Data

We do not sell your personal data. We may share it with:

- Service providers who help us operate our business, such as email platforms, payment processors, cloud storage providers, and analytics tools. These providers are contractually required to handle data securely and only for the purposes we specify.
- Professional advisers such as accountants, lawyers, and insurers, where necessary.
- Regulatory authorities or law enforcement agencies where required by law.
- A successor business in the event of a merger, acquisition, or restructuring of Dash Agency Limited.

We do not transfer personal data outside the UK or European Economic Area unless appropriate safeguards are in place.

FORMA

Privacy Policy

7. Cookies

Our website uses cookies to improve your experience and to collect analytics data. Cookies are small text files stored on your device by your browser.

7.1 Types of cookies we use

- Essential cookies: required for the website to function correctly. These cannot be disabled.
- Analytics cookies: help us understand how visitors use our website. We use anonymised analytics data and do not use it to identify individuals.
- Preference cookies: remember your settings and preferences on return visits.

You can manage your cookie preferences through your browser settings. Please note that disabling certain cookies may affect your experience of the website.

8. Data Retention

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

- Enquiry and contact data: retained for 2 years from the date of last contact.
- Customer and contract data: retained for 7 years from the end of the contract, in line with our legal and tax obligations.
- Campaign data: retained for 3 years from campaign end date.
- Website analytics data: retained in anonymised form.

9. Your Rights

Under UK data protection law, you have the following rights:

- Right of access: to request a copy of the personal data we hold about you.
- Right to rectification: to request that inaccurate or incomplete data is corrected.
- Right to erasure: to request that we delete your personal data, subject to legal obligations.
- Right to restriction: to request that we limit the processing of your data in certain circumstances.
- Right to data portability: to receive your data in a structured, machine-readable format.
- Right to object: to object to processing based on legitimate interests or for direct marketing.
- Right to withdraw consent: where processing is based on consent, you may withdraw it at any time.

To exercise any of these rights, please contact us at hello@formamedia.co.uk. We will respond within one month. We may need to verify your identity before processing your request.

10. Complaints

If you are unhappy with how we have handled your personal data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Helpline: 0303 123 1113

We would appreciate the opportunity to address your concerns directly before you contact the ICO. Please contact us first at hello@formamedia.co.uk.



Privacy Policy

11. Changes to This Policy

We may update this privacy policy from time to time. The current version will always be available at formamedia.co.uk. We will notify you of any material changes by email where we hold your contact details.