

Marshall's Drone Services Ltd

Privacy Policy – Updated October 2026

PRIVACY POLICY

Marshall's Drone Services Ltd – Life From Above

Last updated: 18 October 2026

1. Introduction

Marshall's Drone Services Ltd is committed to protecting your privacy and handling personal information responsibly, securely and transparently.

We respect the privacy of our clients, website visitors, business partners and individuals who may appear in photographs or video footage captured during our operations.

This Privacy Policy explains how we collect, use, store, protect and share personal information in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Data (Use and Access) Act 2025.

This policy applies to our website, business communications and professional drone and ground-based photography, filming, surveying and inspection services.

2. Who We Are

Business Name: Marshall's Drone Services Ltd

Company Registration Number: 14795630

Registered Office: Innovation Centre, Maidstone Road, Chatham, England, ME5 9FD

Operating Location: Medway, Kent, United Kingdom

Website: <https://www.marshallsdroneservices.com>

Email: lifefromabove@marshallsdroneservices.com

Telephone: 01634 957699

Mobile: 07369 282889

Privacy Contact: Michael Marshall

Marshalls Drone Services Ltd is the data controller for personal information we collect and process for our own business purposes.

Where we provide services on behalf of another organisation, responsibility for processing personal data may be determined by the nature of the project and any applicable data processing agreement.

3. Personal Information We Collect

We collect personal information necessary to provide our services, respond to enquiries and manage our business operations.

This may include your name, business name, email address, telephone number, postal or project address, and details of your enquiry.

When providing services, we may also collect booking information, project specifications, contracts, invoices, payment records and relevant correspondence.

Our website may collect technical information, including IP addresses, browser types, device information and website usage data, depending on the cookies and services in use.

During drone surveys, photography and filming, we may capture images, video, audio and other information relating to identifiable individuals, vehicles or properties.

We aim to collect only the information reasonably necessary for the relevant purpose.

4. How We Use Your Information

We process personal information for legitimate business purposes, including responding to enquiries, preparing quotations, arranging appointments, delivering services and managing customer relationships.

We also use relevant information to maintain financial records, fulfil contractual obligations, comply with legal requirements, protect our business and improve our services.

Where appropriate, we may contact existing clients regarding ongoing projects or relevant business matters.

We do not automatically add individuals to marketing mailing lists simply because they have submitted an enquiry.

5. Our Legal Basis for Processing Personal Data

Under UK GDPR, we must have a lawful basis for processing personal information.

The lawful basis depends on why the information is being used.

Contractual necessity: We process information when necessary to prepare for, enter into or fulfil a contract with a client.

Legal obligations: Certain records must be maintained to comply with applicable tax, accounting, aviation and other legal requirements.

Legitimate interests: We may process information where reasonably necessary to operate our business, respond to enquiries, protect our property, manage projects, maintain security or provide professional services, provided these interests are not overridden by individuals' rights and freedoms.

Consent: Where required, we obtain consent before processing information for specific purposes, such as certain marketing communications, optional website tracking or promotional use of identifiable images.

Where consent is the lawful basis, it may be withdrawn at any time.

We assess the appropriate lawful basis for each processing activity.

6. Drone Photography, Video Recording and Aerial Surveys

As a professional drone services provider, our operations may involve collecting aerial photographs, thermal imagery, video recordings, 3D mapping data and ground-based footage.

These activities may include recording identifiable individuals, vehicles, buildings and locations.

We recognise that drone technology can raise privacy considerations, particularly when operating near residential properties, workplaces or public spaces.

We therefore aim to minimise unnecessary collection of personal information and focus our equipment on the intended subject of each project.

Where appropriate, we provide information about filming activities through communication with clients, site representatives, event organisers, signage or other reasonable methods.

We do not undertake indiscriminate recording of individuals for unrelated purposes.

Where individuals are incidentally captured during legitimate operations, their information will be handled in accordance with applicable data protection requirements.

Thermal imaging and aerial survey data are collected for the agreed project purposes and are not intended to identify individuals unnecessarily.

7. Weddings, Events and Filming Involving Individuals

Our wedding, event and promotional filming services may involve recording guests, staff, contractors, members of the public and children.

Where appropriate, we work with event organisers or clients to communicate filming arrangements to relevant participants.

We take additional care when processing images of children or information that could reveal sensitive personal details.

Photographs and video recordings are used for the agreed purposes of the project.

We will only use identifiable images for our own promotional purposes, including our website, advertising and social media, where we have an appropriate lawful basis and any necessary permissions.

We recognise that consent to participate in an event is not automatically consent for unrestricted promotional use of an individual's image.

Where applicable, we may use editing, cropping or blurring to reduce unnecessary identification.

8. Client Confidentiality and Project Data

We recognise that certain projects involve commercially sensitive information.

This may include commercial property surveys, infrastructure inspections, construction projects, mapping data and confidential client locations.

We take reasonable measures to maintain the confidentiality of this information.

Project photographs, recordings, survey data and related documentation are used and shared in accordance with applicable agreements and legal requirements.

Where a confidentiality agreement or Non-Disclosure Agreement (NDA) applies, we observe its relevant provisions.

We do not publish confidential client projects without appropriate authorisation.

9. Website Cookies and Analytics

Our website is hosted and managed through Wix.

Like many websites, it uses cookies and similar technologies to support functionality, security and website performance.

Cookies may be used to remember visitor preferences, maintain website security and provide information about website usage.

Depending on the services enabled, our website may also use analytical or third-party cookies.

Where consent is legally required, optional cookies will only be used after the visitor has provided appropriate consent.

Some limited uses of analytics technologies may qualify for statutory exceptions, subject to the applicable requirements, including transparency and an appropriate means of objection.

Visitors can manage their preferences through the available cookie controls and their browser settings.

We periodically review the technologies used on our website.

10. How We Store and Protect Personal Information

We take reasonable technical and organisational measures to safeguard personal information against unauthorised access, disclosure, alteration, accidental loss or destruction.

Information may be stored using password-protected business devices, secure digital storage, website management systems and authorised cloud-based services.

Access to personal information is restricted to individuals who require it for legitimate business purposes.

Where appropriate, we use access controls, software updates, secure backups and other protective measures.

Although no electronic storage or transmission system can guarantee absolute security, we remain committed to maintaining appropriate safeguards.

11. Sharing Personal Information

We may share relevant personal information with trusted third parties where necessary to operate our business or fulfil contractual obligations.

These may include website hosting providers, IT and cloud storage providers, accountants, payment service providers, professional advisers and authorised subcontractors.

Project imagery and related information may also be shared with clients or their authorised representatives in accordance with the agreed services.

Where relevant, we require third-party service providers to handle personal information appropriately and comply with applicable data protection requirements.

We may disclose information where required by law or a lawful request from an authorised public body.

We do not sell personal information to third parties for unrelated marketing purposes.

12. International Data Transfers

Some third-party technology providers and cloud-based services may process or store information outside the United Kingdom.

Where personal information is transferred internationally, we assess the applicable data protection requirements.

Where required, appropriate safeguards must be in place, which may include UK adequacy regulations or approved contractual protections.

Further information about relevant international transfers and safeguards can be requested using the contact details in this policy.

13. How Long We Keep Personal Information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, including satisfying applicable legal, accounting, contractual or regulatory requirements.

Our intended retention approach is as follows.

Customer enquiries: Unsuccessful enquiries will normally be retained for up to 12 months after the last meaningful communication, unless there is a legitimate reason to retain them longer.

Customer and financial records: Relevant invoices, transaction records and supporting accounting information will generally be retained for at least six years from the end of the applicable financial year, or longer where legally necessary.

Project photographs, videos and survey data: Retention periods will depend on the nature of the project, contractual requirements, ongoing client needs and any applicable legal obligations. We review stored material and delete information that is no longer reasonably required.

Operational and compliance records: Flight logs, risk assessments, permissions and associated records are retained in accordance with relevant regulatory, insurance and operational requirements.

Marketing information: Information used for marketing will be retained while there is an appropriate lawful basis, subject to periodic review and any withdrawal of consent or objection.

Where information is no longer required, we aim to delete, anonymise or securely dispose of it.

14. Your Rights Under UK GDPR

UK data protection legislation provides individuals with rights relating to their personal information.

Depending on the circumstances, these include the right to access personal information, request corrections, request erasure, restrict processing, object to processing and receive certain personal information in a portable format.

You may also withdraw consent where we rely on consent as our lawful basis.

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

To exercise your rights, please contact:

lifefromabove@marshallsdroneservices.com

We may request appropriate information to verify your identity before responding.

We aim to respond without undue delay and within the time limits required by applicable data protection legislation, normally one calendar month.

Certain rights are subject to legal conditions and exemptions.

15. Marketing Communications

We may occasionally communicate information about our services, business developments or relevant offers.

Where marketing consent is required, we will obtain it before sending communications.

In other circumstances, we may rely on an applicable legal exception, such as the existing customer soft opt-in, provided all relevant requirements are satisfied.

Individuals can opt out of marketing communications at any time.

Requests to stop receiving marketing will be respected, and relevant suppression information may be retained to ensure those preferences continue to be honoured.

16. Third-Party Websites and Social Media

Our website may contain links to third-party platforms, including social media services and other external websites.

These organisations operate their own privacy policies and data processing arrangements.

We are not responsible for the privacy practices of websites or services that we do not control.

We recommend reviewing the relevant privacy information before providing personal details to external organisations.

17. Data Protection Complaints

We take concerns relating to the handling of personal information seriously.

If you believe we have processed your information incorrectly or have concerns about our data protection practices, please contact us.

Email: lifefromabove@marshallsdroneservices.com

Please provide sufficient information to allow us to understand and investigate your concerns.

We will acknowledge data protection complaints within 30 days, investigate appropriately without undue delay, provide updates where necessary and communicate the outcome of our investigation.

If you remain dissatisfied, you have the right to raise a complaint with the Information Commissioner's Office (ICO).

Information Commissioner's Office

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

18. Changes to This Privacy Policy

We may update this policy periodically to reflect changes in legislation, regulatory guidance, business operations or the services we provide.

Any updated version will be published on our website with the appropriate revision date.

We encourage visitors to review this policy periodically.

19. Contact Us

For questions about this policy or how we handle personal information, please contact:

Marshalls Drone Services Ltd

Privacy Contact: Michael Marshall

Email: lifefromabove@marshallsdroneservices.com

Telephone: 01634 957699

Website: www.marshallsdroneservices.com

Marshalls Drone Services Ltd – Life From Above

Privacy Policy last reviewed: 18 October 2026