

Privacy Notice

DigitalHeroes.global OÜ | Version 2026.1 | Last updated: 1 October 2026

This Privacy Notice explains how DigitalHeroes.global OÜ ("Digital Heroes", "we", "us") collects and uses personal data when you visit our website, contact us, sign up for our content, apply for a job, or work with us as a client or partner. We have written it in plain language. If anything is unclear, just ask us.

1. Who is responsible for your data

DigitalHeroes.global OÜ, registry code 14650687, Sepapaja 6, Tallinn 15551, Estonia, is the controller for the personal data described in this notice.

Contact for all privacy questions and requests: team@digitalheroes.global (subject line "Privacy").

We are not required to appoint a Data Protection Officer. Our team handles privacy requests directly.

When we run marketing, CRM or advertising services for our clients, we process their customers' data on their behalf, as a processor. In that case, the client's own privacy notice applies, and we follow the client's instructions under a data processing agreement. If you are a customer of one of our clients, please contact that client first.

2. What data we collect and why

Situation	Data we collect	Why we use it	Legal basis
You visit our website	IP address, device and browser data, pages viewed, referrer, cookie IDs, interactions	To run and secure the website, and (with your consent) to measure visits and advertising	Legitimate interests (running a secure website). Consent for analytics and marketing cookies
You fill in a form, book a call or contact us	Name, email, phone, company, job title, your message, booking details, the page you came from	To respond, prepare and hold calls, send proposals, and follow up	Steps before a contract, or our legitimate interest in answering business enquiries
You download a resource or sign up for updates	Name, email, company, preferences, email open and click data	To send what you asked for and our newsletter or updates	Consent, which you can withdraw at any time
You become a client	Contact details of your team, contract and billing data, communication, project information, access details to accounts you share with us	To perform the contract, invoice, give support, and keep business records	Performance of a contract, legal obligations (accounting and tax), legitimate interests
You are an existing client contact	Name, business email	To send you relevant updates about similar services	Legitimate interests. You can opt out at any time
You pay us	Payment details are handled by Stripe. We receive payment status, amount and limited card details (such as the last four digits)	To process payments and prevent fraud	Performance of a contract, legal obligations
You apply for a job or freelance role	CV, contact details, portfolio, interview notes, references you provide	To assess your application	Steps before a contract. Consent if we keep your details for future roles
You are a supplier or	Contact, contract,	To manage the	Performance of a contract,

freelancer	payment and tax details	relationship and pay you	legal obligations
We reach out to businesses, or complete the details of our leads	Business contact details (name, job title, company, business email, LinkedIn profile) from public sources such as company websites and professional networks, and from business data providers	To contact relevant businesses about our services, mainly through LinkedIn, and to complete the business details of people who contacted us	Legitimate interests. We tell you where we got your details in our first message, and you can opt out at any time
We show our ads to existing contacts	Email address or phone number of our leads and clients, in encrypted (hashed) form	To show our ads to, or exclude them from, people who already know us on platforms such as Google, Meta and LinkedIn	Legitimate interests, or consent where required. You can object at any time, and we will remove you from these lists

We do not sell personal data. We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

If we record a call or use an AI note-taker in a meeting, we tell you at the start of the call. You can ask us not to.

3. Cookies and similar technologies

Our website uses cookies and similar technologies (pixels, tags, local storage). Our cookie banner lets you choose which categories you accept, and you can change your choice at any time through the "Cookie settings" link in the footer.

- Strictly necessary: needed for the website, security, forms and your cookie choices. Always on.
- Analytics: help us understand how the website is used (Google Analytics and Microsoft Clarity, which shows how visitors click and scroll through pages, with personal details in forms hidden). Only with your consent.
- Marketing: help us measure and personalise our advertising and build audiences (Google Ads, Meta Pixel, LinkedIn Insight Tag). Only with your consent.
- Embedded content: videos, booking widgets, chat and forms (for example YouTube, and our forms, calendars and chat from our CRM platform) may set their own cookies when you use them.

We use Google Tag Manager to manage these tools. It only loads analytics and marketing tools after you have given consent.

Cookie lifetimes differ per provider and usually range from the end of your session to 24 months. The cookie banner shows the current list of cookies and their lifetimes. When you accept marketing cookies, providers such as Google, Meta and LinkedIn may also use the data for their own purposes as independent controllers, under their own privacy policies.

4. Who we share data with

We share personal data only where needed, with:

- Service providers who work for us, such as our CRM and marketing platform, email and file storage, project management, video calls, scheduling, analytics and reporting tools, AI tools used with business settings, business data providers, payment provider, accounting, and our website host and website security and backup providers. They may only use the data to provide their services to us.
- Our team members and freelancers who need the data for their work, all bound by confidentiality.
- Advertising and social media platforms, when you accept marketing cookies or interact with our ads and pages.

- Professional advisers such as accountants, auditors, lawyers and insurers.
- Authorities, when the law requires it, or to protect our rights.
- A buyer or successor, if our business or part of it is sold or reorganised.

Clients can request a list of the service providers we use for data we process on their behalf.

5. International transfers

We are an Estonian company. Our team and some of our service providers work from outside the European Economic Area, including in Asia and the USA. When personal data is transferred outside the EEA to a country without an adequacy decision from the European Commission, we use appropriate safeguards, mainly the European Commission's Standard Contractual Clauses or, for certified US companies, the EU-US Data Privacy Framework. You can ask us for more information about these safeguards.

6. How long we keep data

Data	Retention
Enquiries and leads who do not become clients	Up to 24 months after our last contact
Contacts in our ad audience lists	As long as you are a lead or client, and removed when you object. Platforms delete the matching data after use
Newsletter and content subscribers	Until you unsubscribe. We then keep your email on a suppression list so we do not contact you again
Client contracts, invoices and accounting records	7 years after the end of the financial year, as required by Estonian accounting law
Client project communication and files	Up to 3 years after the end of the contract, unless longer is needed for a legal claim
Job applications	Up to 6 months after the recruitment ends, or 24 months with your consent
Analytics data	Up to 14 months
Server and security logs	Up to 90 days

After these periods, we delete or anonymise the data.

7. Your rights

Depending on where you are, you have the right to: access your data; correct it; have it deleted; restrict or object to its use (including at any time to direct marketing); receive your data in a portable format; and withdraw consent at any time, without affecting earlier use. To use your rights, email team@digitalheroes.global. We may ask you to confirm your identity. We normally reply within one month.

You also have the right to complain to a supervisory authority. In Estonia this is the Data Protection Inspectorate (Andmekaitse Inspektsioon), Tatari 39, 10134 Tallinn, +372 627 4135, info@aki.ee, www.aki.ee. You can also complain in the EU country where you live or work, to the UK Information Commissioner's Office, or to Singapore's Personal Data Protection Commission, where applicable. We would appreciate the chance to deal with your concern first.

8. Security

We protect personal data with appropriate technical and organisational measures, such as access controls, two-factor authentication, encryption offered by our providers, and confidentiality agreements with everyone in our team. No system is completely secure, so please avoid sending sensitive information by email or forms.

9. Children

Our website and services are meant for businesses. We do not knowingly collect data from children under 16.

10. Changes to this notice

We update this notice when our practices or the law change. The date at the top shows the latest version. For significant changes, we will make this clear on our website or tell you directly where appropriate.