

Privacy Policy

Last updated: 29 August 2026

abcollab Ltd respects your privacy and is committed to protecting your personal information. This notice explains how we use personal information collected through abcollab.co.uk.

1. Who we are

abcollab Ltd is the data controller responsible for your personal information.

Registered in England and Wales

Company number: 14262951

Registered office: 23 Lancaster Drive, London, England, E14 9PT

Email: info@abcollab.co.uk

2. Information we collect

When you contact us or submit a project brief, we may collect:

- your name;
- email address;
- company or organisation;
- information about your project; and
- your newsletter preference, if applicable.

When Google Analytics is enabled with your consent, we may also collect technical and usage information such as pages viewed, referral source, device and browser information, approximate location and interactions with the website. Our hosting and website providers may process limited technical information, including IP address information, where necessary to deliver, secure and measure the website.

Providing your personal information is not a statutory requirement. However, if you do not provide the information reasonably necessary to deal with your enquiry, we may be unable to respond or provide a shortlist.

3. How we use your information

We use your information to:

- respond to enquiries and project briefs;
- communicate with you about potential or ongoing work;
- operate, secure and improve our website;
- measure website use through Google Analytics where you have allowed analytics cookies;
- comply with legal obligations; and
- send newsletters or marketing emails where you have agreed to receive them.

For enquiries, project briefs, ordinary business communications and operating our website, we rely on our legitimate interests in running abcollab and communicating with clients and prospective clients. Where you are personally entering into a contract with us, or ask us to take steps before entering into one, we may rely on contract. Where we process information to meet a legal obligation, we rely on that obligation. For Google Analytics and optional marketing emails, we rely on your consent, which you can withdraw at any time.

We do not use your information for automated decision-making or profiling.

4. Who we share information with

We only share personal information where necessary. Netlify hosts our website and processes project-form submissions on our behalf. Google provides the typefaces used on our website and, where you consent, Google Analytics. We may also use email, newsletter, IT or professional service providers where necessary to operate abcollab, or disclose information where required by law.

We do not sell your personal information.

5. International transfers

Some of our service providers process personal information outside the UK, including in the United States. This includes Netlify, which processes website and form data, and Google, which provides fonts and analytics services. Netlify, Inc. and Google LLC state that they participate in the UK Extension to the EU-US Data Privacy Framework. Where a transfer is not covered by an applicable adequacy arrangement, appropriate contractual safeguards may be used. You can contact us for further information about the safeguards applying to your information.

6. How long we keep your information

We normally keep enquiry and project information for up to 24 months after our last contact with you, unless we need it for an ongoing project or are required to keep it longer for legal, accounting or dispute-related purposes.

If you subscribe to marketing communications, we keep the information needed for that purpose until you unsubscribe or withdraw your consent. If you unsubscribe or object to direct marketing, we may keep the minimum information necessary on a suppression list so that we can respect your preference and avoid contacting you again for marketing purposes.

Google Analytics user-level and event data may be retained for up to 14 months, subject to our Google Analytics settings. We delete or anonymise other information when we no longer need it.

7. Your rights

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

- give you a copy of your personal information;
- correct inaccurate information;
- delete your information;
- restrict how we use it;
- transfer certain information to you or another organisation; or
- stop certain uses of your information.

Your right to object: You have an absolute right to object to the use of your personal information for direct marketing at any time. You may also object to processing based on our legitimate interests; whether we can continue that processing will depend on the circumstances.

Where we rely on consent, including for analytics or marketing, you may withdraw it at any time. To exercise your rights, email info@abcollab.co.uk.

8. Data-protection complaints

If you have a concern about how we use your personal information, you can make a data-protection complaint by emailing info@abcollab.co.uk. We will acknowledge a complaint within 30 days, investigate it appropriately and communicate the outcome without undue delay.

You also have the right to complain to the Information Commissioner's Office (ICO) at www.ico.org.uk.

9. Cookies and Google Analytics

We do not currently use advertising or analytics cookies on this website. When we introduce Google Analytics, we will update this notice and obtain your consent before any analytics cookies are set.

We may use cookies or similar technologies that are strictly necessary for the operation and security of the website without consent where permitted by law.

10. Changes to this policy

We may update this Privacy Policy if our website, services or legal obligations change. The latest version will be available on our website.