



Privacy Policy

Version: 2.0

Last updated: 14 October 2024

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Introduction

Within Abstract Group Limited and its group of Companies ("Abstract"), we strongly believe in protecting the privacy of our customers and prospective customers ("you"). This Privacy Policy ("Privacy Policy") describes the information we collect through Abstract operations and through www.abstract-group.com, how we use it, and how it may be disclosed.

Abstract are committed to protecting the privacy of Personal Data (as defined below). Ensuring security is at the heart of everything Abstract does. To provide you with details of Abstract's products and services, Abstract may need to collect information about you. This Privacy Policy explains how Abstract collects and uses Personal Data. Third-party websites accessed via our website are not covered by this Privacy Policy, and Abstract accepts no responsibility or liability for third-party websites.

Abstract reviews this Privacy Policy regularly. Occasionally, Abstract may need to make changes or additions that may affect how Abstract processes your Personal Data. We will indicate within this document when the Privacy Policy has changed, so please refer to our website for the latest version.

Abstract has appointed one Data Protection Officer. The Officer can be contacted via e-mail at dpo@abstract-group.com or at 0113 524 1068. The Officer is supported by other responsible Abstract employees in the local country of the Abstract offices to implement the local country data protection applications.

Personal Data

Abstract uses the following definition to describe Personal Data: any data relating to an identified or identifiable living natural person processed by Abstract or its subcontractors.

Your Information

This Privacy Policy tells you how Abstract will collect and use your Personal Data to provide you with a positive experience on our website and in using our products and services.

Abstract uses different methods to collect data from and about you, including through:

Direct interactions

You may give us your identity and contact details by filling out forms or corresponding with us by post, phone, email, or otherwise. This includes personal data you provide when you:

- Request our products or services.
- Subscribe to our service or publications.
- Request marketing content to be sent to you.
- Enter a competition, promotion or survey; or
- give us feedback or contact us.

Automated technologies or interactions

As you interact with our website, we automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data using cookies, server logs and similar technologies. Further details on cookies and how to manage your cookie settings are detailed below.

Third parties-or publicly available sources

We may receive personal data about you from various third parties, as set out below.

Data from the following parties:

1. Website analytics providers.
2. Identity and contact data from data brokers, credit reference agencies, or aggregators.
3. Professional social media sources such as LinkedIn.
4. Identity and contact data from publicly available sources.

For Abstract to deliver information, products and services to you, Abstract will need to collect Personal Data for the following purposes, and your Personal Data will be processed by Abstract based on a legal ground; this includes but is not limited to:

Purpose	Legal Justification
General business to business collaboration	Consent or Legitimate interest and/or necessary for the performance of a contract.
Providing subscribers with regular newsletter subscriptions	Consent or Legitimate interest
Sending marketing communications relating to Abstract products and services	Consent or Legitimate interest
Providing a personalised customer service	Necessary for the performance of the contract
Logging and responding to service requests, incidents or proactive activity	Necessary for the performance of a contract
Processing your order, including payment details and transactions	Necessary for the performance of the contract
Managing job applications	Consent & Legitimate interest (recruitment)

Recruitment

We collect personal data about applicants through the application and recruitment process, either directly from candidates or sometimes from an employment agency, a referrer, a referee, or background check provider for determining eligibility and suitability for employment, including the verification of references and qualifications and checking you're legally entitled to work in the territory where the position you are applying to is based, including for making a decision about your recruitment or appointment; determining the terms on which you work for us; preventing and detecting fraud; quality and diversity monitoring complying with legal or regulatory requirements, communicating with you about the recruitment process and keeping

records relating to the recruitment process. This is because it is in our legitimate interests to decide whether to appoint you to a role since it would be beneficial to our business to do so. We may pass your personal data to our background check providers.

In any event, Abstract is committed to ensuring that the information Abstract collects and uses is appropriate for these purposes and does not constitute an invasion of your privacy. In terms of being contacted for marketing purposes, Abstract would contact you for additional consent. When Abstract's processing of your Personal Data is based upon your consent, you have the right to withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

Information Security

Abstract employs physical, administrative, and technical safeguards and measures to protect the information Abstract processes from unauthorised access, improper use or disclosure, unauthorised modification, and unlawful destruction or accidental loss. Abstract employees and third parties we employ with access to Personal Data must respect and observe the principles stated in this Privacy Policy. Abstract will limit access to only those persons with a legitimate need to access the Personal Data. Abstract servers are hosted and maintained in secure facilities. Billing and payment information for online ordering is transferred using widely available security mechanisms.

Information Sharing

Abstract will not sell, rent or otherwise disclose your Personal Data to any third party without your consent, except in the following circumstances:

- Abstract shares non-personal, non-individually identifiable information in aggregate form with third parties for business purposes.
- Abstract will disclose your Personal Data to any appropriate third party or legal authority if we believe that you are involved in any illegal or harmful conduct if Abstract is required to do so by law, or if Abstract believe that such action is necessary to

1. Comply with the law or with legal process.
 2. Protect and defend Abstract rights and property or that of Abstract customers.
 3. Prevent fraud.
 4. Protect against abuse, misuse or unauthorised use of Abstract's Websites.
 5. Protect the personal safety or property of Abstract customers, other persons, or the public.
- Abstract may retain third parties to provide services to Abstract, such as technical, administrative, logistical, or professional services. These third parties may have access to the Personal Data needed to perform their functions, but not for any other purposes. Any such third party will be bound by contractual and confidentiality agreements not to disclose any Personal Data for any other purpose.

If your Personal Data is transferred across Abstract entities or to sub-contractors, suppliers and service providers ("Suppliers") located outside the EEA in countries not offering adequate protection of Personal Data, Abstract shall put in place appropriate and suitable safeguards to protect your Personal Data, such as model clauses approved by the EU Commission. A copy of such safeguards can be obtained from Abstract's Data Protection Officer.

How Abstract use the information

Abstract will process (collect, store and use) the Personal Data you provide in a manner compatible with the applicable data protection laws and regulations. Abstract will keep your Personal Data accurate and up to date, and not keep it for longer than is necessary for the purposes set out above in the section 'Your Information'. Abstract is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of Personal Data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal Data may be held in addition to these periods depending on individual business needs.

If you require details of the retention periods applied to the different aspects of your personal data, please get in touch with us for further details.

Abstract does not use automated or profiling systems to process your Personal Data.

Under what circumstances will Abstract contact me?

Abstract's aim is not to be intrusive, and Abstract undertakes not to ask irrelevant or unnecessary questions. You may receive marketing material if you have consented, or we have a legitimate interest in sending this to you, and you may opt-out (by clicking the opt-out link in the marketing material communication or by contacting the Abstract DPO directly) of receiving this material at any time.

Can I find out the Personal Data that the Abstract holds about me?

At your request, Abstract can confirm what Personal Data we hold about you and how it is processed.

As a data subject, you have the following rights, which may be applicable in certain circumstances and may be subject to certain conditions, exemptions or exceptions as set out in applicable data protection legislation:

- Right of access
 - You have the right to obtain confirmation about whether or not your Personal Data is being processed and, if so, to obtain access to your Personal Data and information regarding the processing.
- Right to rectification
 - You have the right to correct incorrect Personal Data, complete your Personal Data and have recipients to whom Personal Data was provided informed of the rectification.
- Right to erasure
 - Subject to certain conditions, you have the right to have your Personal Data erased. If your Personal Data was made public, Abstract will take reasonable steps to inform the controllers who are processing the Personal Data of your request to erase it and to inform the recipients of Personal Data of your request to erase it.
- Right to restriction of processing
 - Subject to certain conditions, you have the right to obtain restriction of the processing of your Personal Data, and, in

case of restriction, have the processing limited to mere storage.

- Right to data portability
 - Subject to certain conditions, you have the right to be provided with your Personal Data, which you can reuse as you wish. If you so request, Abstract has the obligation to transfer your Personal Data directly to another controller.
- Right to object
 - You have the right to object to the processing of your Personal Data based on certain grounds and the right at all times to object to the use of your Personal Data for direct marketing purposes.
- Right to withdraw consent
 - If you have given your consent to us processing your Personal Data, you have the right to withdraw that consent at any time, without such withdrawal affecting the lawfulness of processing based on consent before its withdrawal.
- Automated individual decision-making, including profiling
 - In the case of automated individual decision-making, you have the right to obtain human intervention, give your point of view, receive an explanation for the automated decision, and challenge that decision.
- Right to lodge a complaint with the supervisory authority
 - You have the right to lodge a complaint with the relevant supervisory authority.

How to request information

In the first instance, please complete the contact form at www.abstract-group.com to outline the request. The Abstract Data Protection Officer will respond as required.

Abstract will require appropriate and valid proof of identity before any details of Personal Data is shared.

External Links

Abstract is not responsible for the privacy practices of other websites that may be accessed from our website or marketing content. This Privacy Policy does not apply to the collection or use of Personal Data by other websites.

Cookie Policy

A cookie is a small text file which we transfer to your hard drive through your web browser when you visit our website. It enables our system to recognise you when you visit our website again and improve our service to you. Cookies may also be used to compile aggregate information about areas of our website that are visited most. This traffic information is used to improve the content of our website and make it easier to use.

You can choose which cookies we activate in your cookie settings.

A live report of all cookies in use on our site is available [online](#).

At the time of this policy's last update we use the following types of cookies:

Strictly necessary	These are cookies that are required for the operation of a website.
Marketing	These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages.
Statistics	Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Type	Provider	Purpose	Maximum duration	Type
Necessary	Hubspot	This cookie is used to distinguish between humans and bots. This is beneficial for the website in order to make valid reports on the use of their website.	1 day	HTTP Cookie
Necessary	Cloudflare	This cookie is a part of the services provided	Session	HTTP Cookie

		by Cloudflare - Including load-balancing, deliverance of website content and serving DNS connection for website operators.		
Necessary	Google	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	180 days	HTTP Cookie
Necessary	Abstract Group	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
Necessary	Google	This cookie is used to distinguish between humans and bots.	Session	HTML Local Storage
Statistics	Hubspot	Identifies if the cookie data needs to be updated in the visitor's browser.	1 day	HTTP Cookie
Statistics	Hubspot	Used to recognise the visitor's browser upon reentry on the website.	Session	HTTP Cookie
Statistics	Hubspot	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	180 days	HTTP Cookie
Marketing	Hubspot	Collects information on user preferences and/or interaction with web-campaign content - This is used on CRM-campaign-platform	Session	HTML Local Storage

		used by Abstract for promoting events or products.		
Marketing	Hubspot	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
Marketing	Hubspot	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.	Session	HTML Local Storage
Marketing	YouTube	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTML Local Storage
Marketing	YouTube	Necessary for the implementation and functionality of YouTube video-content on the website.	Persistent	IndexedDB
Marketing	YouTube	Used to track user's interaction with embedded content.	Persistent	IndexedDB
Marketing	YouTube	Stores the user's video player preferences using embedded YouTube video	Session	HTML Local Storage

Blocking/Restricting Cookies

You may restrict cookies by choosing which cookies to accept in our cookie settings which will be presented to you when you visit our website (if you need to refresh your settings please clear your browser of any cached cookies from us and on your next visit to our website you will be presented with an opportunity to make your selection).

How we use cookies and similar technologies

When you visit our website we may send a 'cookie' to your computer. Cookies are files that store information on your hard drive or browser. They enable our website to identify your computer, and recognise that you have visited before. Cookies themselves do not contain any personal information. However, we may link the information we store in cookies to any personally identifiable information you submit while on our site.

Cookies help us understand which sections of our website are the most popular, as they help show which pages are being visited and how long for. This helps Abstract adapt our website to provide more relevant and accessible information. For example, cookies allow us to ensure that the information displayed on your next visit to our website will match up with your user preferences.

From time to time we may also use other technologies to log and collect data in order to analyse traffic to our website. These technologies will regularly only allow for an anonymous notice of your visit to be generated. However, in some instances they may allow us to obtain details about your IP address and to track visits to our website. In conjunction with cookies, this will enable us to identify what portions of our website are of interest to our visitors and to help us provide you with tailored information from our website.

Microsoft Teams (MS Teams) Usage

Abstract provides employees and customers access to MS Teams.

When accessing MS Teams and in order to provide the service Abstract will have access to the following personal data:

- Content: Your meetings and conversations chats, voicemail, shared files, recordings and transcriptions.
- Profile Data: Data that is shared within Abstract or your company (if a customer) of you. Examples include your E-mail address, profile picture, and phone number.
- Call History: A detailed history of the phone calls you make, which allows you to go back and review your own call records.
- Call Quality data: Details of meetings and call data are available to our system administrators. This allows our administrators to diagnose issues related to poor call quality and service usage.
- Support/Feedback data: Information related to troubleshooting tickets or feedback submission sent to Microsoft.

Abstract collects this personal data in order to provide the MS Teams Service and for the legitimate interests of (a) providing the service (b) offering a communication platform to our internal and external users (c) allowing the platform to operate (d) diagnostic and service improvement.

We do pass personal data to Microsoft as part of operating this service and you can review their privacy policy at [Microsoft Teams Privacy](#).

Privacy Policy Changes

Abstract may need to modify this Privacy Policy occasionally to reflect changes in our businesses or the ways in which we use information. If Abstract amends this Privacy Policy, Abstract will post those changes in a revised Privacy Policy accessible from our website. Unless otherwise stated, Abstract will use information in accordance with the Privacy Policy in effect when the information was collected. If Abstract materially changes the way Abstract uses or discloses Personal Data that was collected under a different Privacy Policy, Abstract will notify affected individuals via email and provide a reasonable opportunity to opt out of the revised use or disclosure (which may cause a person to be completely removed from Abstract databases).

Contact Information

If you have any requests, question, or comments concerning this Privacy Policy and or the Abstract Cookie Policy, you may contact Abstract at: dpo@abstract-group.com

Last updated

14 October 2024

Version control

Version	Date published
1.0	13/04/2024
2.0	14/10/2024