Privacy Policy

Last updated 13 November 2026

This privacy notice for Brand Fuel Ltd ('Brandfuel', 'we', 'us', or 'our') describes how and why we might collect, store, use, and/or share ('process') your information when you visit our website at https://www.brandfuel.co.uk, or any website of ours that links to this privacy notice (the 'Website').

Brand Fuel Ltd is a company registered in England and Wales under company registration number 09317504. Our registered address is 15–19 Bloomsbury Way, London, WC1A 2TH. Our VAT number is GB693852411.

This notice covers the Website only. It does not cover personal information we process in connection with events we deliver, including information about event attendees or guests.

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Website. If you still have any questions or concerns, please contact us at hello@brandfuel.co.uk.

Summary of key points

This summary provides key points from our privacy notice. You can find out more about any of these topics in the full notice, using the table of contents below.

What personal information do we process? When you visit, use, or navigate our Website, we may process personal information depending on how you interact with us and the Website and the choices you make.

Do we process any sensitive personal information? We do not process sensitive personal information.

Do we collect any information from third parties? We do not collect any information from third parties.

How do we process your information? We process your information to provide, improve, and administer our Website, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so.

In what situations and with which types of parties do we share personal information? We may share information in specific situations and with specific categories of third parties, as described in section 4.

How do we keep your information safe? We have organisational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information.

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information.

How do you exercise your rights? The easiest way to exercise your rights is by emailing us at hello@brandfuel.co.uk. We will consider and act upon any request in accordance with applicable data protection laws.

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1. What information do we collect?

Personal information you disclose to us

In short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our services, when you participate in activities on the Website, or

otherwise when you contact us.

Personal information provided by you. The personal information that we collect depends on the context of your interactions with us and the Website and the choices you make. The personal information we collect may include the following:

- names
- company names
- phone numbers
- email addresses
- contact preferences

Sensitive information. We do not process sensitive information.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

In short: Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Website.

We automatically collect certain information when you visit, use, or navigate the Website. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Website, and other technical information. This information is primarily needed to maintain the security and operation of our Website, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

The information we collect includes:

- **Log and usage data.** Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Website and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity on the Website (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take), device event information (such as system activity and error reports), and hardware settings.
- **Device data.** We collect device data such as information about your computer, phone, tablet, or other device you use to access the Website. Depending on the device used, this device data may include information such as your IP address (or proxy server), device identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.
- **Location data.** We collect approximate location data, such as the country or city you are in, based on your IP address. We do not collect your precise location.

2. How do we process your information?

In short: We process your information to provide, improve, and administer our Website, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.

We process your personal information for a variety of reasons, depending on how you interact with our Website, including:

- **To respond to enquiries and offer support.** We may process your information to respond to your enquiries and solve any potential issues you might have.
- **To send you information you have asked for.** We may process your information to send you information about us and our services where you have asked us to, in line with your contact preferences.
- **To keep our Website secure and working.** We may process your information to maintain the security and operation of the Website, to troubleshoot problems, and for our internal analytics and reporting.
- **To save or protect an individual's vital interest.** We may process your information when necessary to save or protect an individual's vital interest, such as to prevent harm.

3. What legal bases do we rely on to process your personal information?

In short: We only process your personal information when we believe it is necessary and we have a valid legal reason (i.e. legal basis) to do so under applicable law, like with your consent, to comply with laws, to enter into or fulfil our contractual obligations, to protect your rights, or to fulfil our legitimate business interests.

The UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and, where it applies, the EU General Data Protection Regulation (GDPR) require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- **Consent.** We may process your information if you have given us permission (i.e. consent) to use your personal information for a specific purpose. You can withdraw your consent at any time — see 'Withdrawing your consent' in section 10.
- **Performance of a contract.** We may process your personal information when we believe it is necessary to fulfil our contractual obligations to you, or at your request prior to entering into a contract with you.
- **Legitimate interests.** We may process your information where we believe it is reasonably necessary to achieve our legitimate business interests, such as responding to enquiries, and keeping our Website secure and working well, and those interests do not outweigh your interests and fundamental rights and freedoms.
- **Legal obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or

regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.

- **Vital interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

4. When and with whom do we share your personal information?

In short: We may share information in specific situations described in this section and/or with the following categories of third parties.

Vendors, consultants, and other third-party service providers. We may share your data with third-party vendors, service providers, contractors, or agents ('third parties') who perform services for us or on our behalf and require access to such information to do that work. We have contracts in place with our third parties, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will also not share your personal information with any organisation apart from us. They also commit to protect the data they hold on our behalf and to retain it for the period we instruct.

The categories of third parties we may share personal information with are as follows:

- Cloud Computing Services
- Data Analytics Services
- Communication & Collaboration Tools
- Data Storage Service Providers
- Sales & Marketing Tools

We also may need to share your personal information in the following situations:

- **Business transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

5. What is our stance on third-party websites?

In short: We are not responsible for the safety of any information that you share with third parties that we may link to or who advertise on our Website, but are not affiliated with our Website.

The Website may link to third-party websites, online services, or mobile applications and/or contain advertisements from third parties that are not affiliated with us and which may link to other websites, services, or applications. Accordingly, we do not make any guarantee regarding any such third parties, and we will not be liable for any loss or damage caused by the use of such third-party websites, services, or applications. The inclusion of a link towards a third-party website, service, or application does not imply an endorsement by us. We cannot guarantee the safety and privacy of data you provide to any third parties. Any data collected by third parties is not covered by this

privacy notice. We are not responsible for the content or privacy and security practices and policies of any third parties, including other websites, services, or applications that may be linked to or from the Website. You should review the policies of such third parties and contact them directly to respond to your questions.

6. Do we use cookies and other tracking technologies?

In short: We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (like web beacons and pixels) to gather information when you interact with our Website. Some online tracking technologies help us maintain the security of our Website, prevent crashes, fix bugs, save your preferences, and assist with basic site functions.

We also permit third parties and service providers to use online tracking technologies on our Website for analytics.

Google Analytics

We may share your information with Google Analytics to track and analyse the use of the Website. To opt out of being tracked by Google Analytics across the Website, visit https://tools.google.com/dlpage/gaoptout. For more information on the privacy practices of Google, please visit the Google Privacy & Terms page.

7. How long do we keep your information?

In short: We keep your information for as long as necessary to fulfil the purposes outlined in this privacy notice unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymise such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

8. How do we keep your information safe?

In short: We aim to protect your personal information through a system of organisational and technical security measures.

We have implemented appropriate and reasonable technical and organisational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do

our best to protect your personal information, transmission of personal information to and from our Website is at your own risk. You should only access the Website within a secure environment.

9. Do we collect information from minors?

In short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such personal information. If we learn that personal information from users less than 18 years of age has been collected, we will take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at hello@brandfuel.co.uk.

10. What are your privacy rights?

In short: In some regions, such as the United Kingdom (UK), the European Economic Area (EEA), and Switzerland, you have rights that allow you greater access to and control over your personal information.

In some regions (like the UK, the EEA, and Switzerland), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; (iv) if applicable, to data portability; and (v) not to be subject to automated decision-making. In certain circumstances, you may also have the right to object to the processing of your personal information. You can make such a request by contacting us using the contact details provided in section 13 below.

We will consider and act upon any request in accordance with applicable data protection laws.

If you are located in the UK and you believe we are unlawfully processing your personal information, you also have the right to complain to the Information Commissioner's Office (ICO) at https://ico.org.uk. If you are located in the EEA, you can complain to your Member State data protection authority.

If you are located in Switzerland, you may contact the Federal Data Protection and Information Commissioner.

Withdrawing your consent: If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. You can do this by contacting us using the contact details provided in section 13 below.

However, please note that this will not affect the lawfulness of the processing before its withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

Opting out of marketing and promotional communications: You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in section 13 below. You will then be removed from the marketing lists. However, we may still communicate with you — for example, to respond to your enquiries or for other non-marketing purposes.

Cookies and similar technologies: Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features of our Website.

If you have questions or comments about your privacy rights, you may email us at hello@brandfuel.co.uk.

11. Controls for Do-Not-Track features

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ('DNT') feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognising and implementing DNT signals has been finalised. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

12. Do we make updates to this notice?

In short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this privacy notice from time to time. The updated version will be indicated by an updated 'Last updated' date at the top of this privacy notice. If we make material changes to this privacy notice, we may notify you by prominently posting a notice of such changes on the Website. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

13. How can you contact us about this notice?

If you have questions or comments about this notice, you may email us at hello@brandfuel.co.uk or contact us by post at:

Brand Fuel Ltd
15–19 Bloomsbury Way
London
WC1A 2TH
England

Company registration number: 09317504 (registered in England and Wales)
VAT number: GB693852411

14. How can you review, update, or delete the data we collect from you?

Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. To request to review, update, or delete your personal information, please email us at hello@brandfuel.co.uk.