ABT Website Privacy Policy

Effective Date

16 July 2026

1. Introduction

ABT Group ('ABT', 'we', 'our' or 'us') is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose and protect personal information when you visit our website or interact with our services.

2. Information We Collect

We may collect information you provide directly, including your name, email address, phone number, company details and enquiry information. We may also collect technical information such as IP address, browser type, device information, pages visited, cookies and analytics data.

3. How We Use Information

We use personal information to respond to enquiries, provide products and services, improve our website, send marketing communications where permitted, maintain security, comply with legal obligations and administer our business.

4. Cookies and Analytics

Our website may use cookies and similar technologies to improve functionality, remember preferences and measure website performance. You may disable cookies through your browser, although some features may not function correctly.

5. Marketing Communications

Where permitted by law, we may send marketing communications. You may opt out at any time using the unsubscribe link or by contacting us.

6. Disclosure

We may share information with trusted service providers, professional advisers, regulators or law enforcement where required by law, and as part of a business transaction where appropriate.

7. International Transfers

Your information may be processed or stored in countries outside your location. We take reasonable steps to ensure appropriate safeguards are in place.

8. Data Security

We implement reasonable technical, administrative and organisational measures to protect personal information against unauthorised access, loss, misuse or disclosure. No internet transmission is completely secure.

9. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes described in this policy or to comply with legal obligations.

10. Your Rights

Depending on your location, you may have rights to access, correct, update or request deletion of your personal information, or to object to or restrict certain processing activities.

11. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their privacy practices or content.

12. Changes

We may update this Privacy Policy from time to time. The latest version will always be published on our website.

13. Contact

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact ABT Group through the contact details published on our website.