

# Hyphen Digital Limited | Privacy Policy

*Last updated - May 2026*

## ***About this policy***

Hyphen Digital ("we", "us", "our") is committed to protecting the privacy of everyone who interacts with us. This policy explains what personal data we collect, how we use it, who we share it with, and the rights you have over it.

We are the data controller for the personal data described in this policy. Our contact details are at the end.

This policy covers data we collect through our website, our marketing and outreach activity, our service delivery to clients, and any partner surveys or campaigns we run jointly with third parties such as the Royal Institute of British Architects (RIBA).

## ***What personal data we collect***

We collect the following categories of personal data:

Contact data. Name, business email address, phone number, job title, and the name and size of your practice or business.

Survey and form data. Responses you provide when you complete a survey, fill in a form on our website, or download a resource.

Communication data. Emails, messages, and other correspondence between us, including any notes from calls or meetings.

Service delivery data. Information you provide to us when we deliver implementation, advisory, or support services, including access to your finance, project management, or operational systems where you have authorised it.

Website usage data. Standard analytics data such as IP address, browser type, pages visited, and referral source. We use this to understand how our website performs.

We do not knowingly collect data from anyone under the age of 18.

## ***How we collect your data***

We collect personal data in the following ways:

Directly from you when you contact us, fill in a form, complete a survey, sign up to our mailing list, or engage us as a client.

From joint campaigns or partnerships, including surveys distributed via partners such as RIBA. In those cases, the data collection is governed by the consent gate at the point of collection, which names both parties and the purposes for which data is shared.

From publicly available sources such as LinkedIn or your business website, where we use that information for legitimate business outreach.

## ***How we use your data and the lawful basis for doing so***

We use personal data only where we have a lawful basis to do so. The bases we rely on are:

**Consent.** Where you have actively opted in, for example by ticking a consent box on a survey or signing up to our mailing list. You can withdraw consent at any time.

**Legitimate interests.** Where we contact prospects in a business context with information relevant to their role, in a way that is proportionate and that does not override their rights. You can object to this processing at any time.

**Contract.** Where you are a client, we use your data to deliver the services agreed in our engagement.

**Legal obligation.** Where we are required to retain data for tax, accounting, or other legal purposes.

We use personal data for the following purposes:

- To respond to your enquiries and deliver any service or resource you have requested.
- To send you information about our services, industry research, events, or resources where you have opted in or where we have a legitimate interest in contacting you in a business context.
- To deliver implementation, advisory, and support services to clients.
- To analyse aggregated and anonymised data for industry research and market intelligence reports.
- To improve our website, marketing, and service delivery.
- To meet our legal and regulatory obligations.

## ***Joint campaigns and partner surveys***

We run periodic joint campaigns with industry partners, including RIBA. Where we do, the consent gate at the point of data collection will name both parties, explain how data is shared, and identify which party is the data controller for which purpose. Typically:

- The partner (e.g. RIBA) is the data controller for the research use of survey responses, including the production of anonymised industry reports.
- Hyphen Digital is the data controller for any respondent who opts in to be contacted by us, for example to receive a written report, an assessment, or follow-up resources.

We do not share data with partners beyond what the consent gate specifies, and we do not sell, rent, or trade your data with any third party.

## ***Who we share your data with***

We share personal data only with the following categories of recipients:

**Our service providers.** We use third-party tools to operate our business, including email and marketing platforms, CRM and pipeline tools, accounting software, cloud storage, and analytics. These providers process data on our behalf under written agreements that require them to protect your data and use it only for the purposes we specify.

**Joint controllers in partner campaigns.** As described above, where we run joint campaigns with partners such as RIBA, both parties may act as data controllers for different purposes. The consent gate names the parties involved.

Professional advisers. Lawyers, accountants, and other professional advisers where necessary.

Regulatory or legal authorities. Where we are required by law to disclose information.

We do not transfer personal data outside the United Kingdom or European Economic Area unless adequate safeguards are in place under UK GDPR.

### ***How long we keep your data***

We retain personal data only for as long as we need it for the purposes described in this policy.

Marketing and prospect data. Up to 24 months from the last meaningful interaction, after which we will delete or anonymise the data unless you opt in to continue hearing from us.

Survey data. Up to 24 months from the date of completion. Anonymised data may be retained beyond this for ongoing research purposes.

Client data. For the duration of our engagement, plus 7 years afterwards to meet UK accounting and tax obligations.

Website analytics data. Typically up to 26 months, in line with standard analytics tool defaults.

### ***Your rights***

Under UK GDPR you have the following rights:

- The right to access the personal data we hold about you.
- The right to ask us to correct inaccurate data.
- The right to ask us to delete your data, subject to our legal obligations.
- The right to object to our use of your data for direct marketing or where we rely on legitimate interests.
- The right to ask us to restrict how we use your data.
- The right to data portability where applicable.
- The right to withdraw consent where we rely on it as our lawful basis.

To exercise any of these rights, email [privacy@hyphendigital.com](mailto:privacy@hyphendigital.com). We will respond within one calendar month.

If you are unhappy with how we have handled your data, you have the right to complain to the Information Commissioner's Office at [ico.org.uk](http://ico.org.uk).

### ***Cookies and website tracking***

Our website uses cookies and similar technologies to function properly and to help us understand how the site is used. You can control cookies through your browser settings. Where we use non-essential cookies, we do so only with your consent, which you can manage through the cookie banner on our site.

### ***Security***

We take reasonable technical and organisational measures to protect personal data against unauthorised access, loss, or misuse. No system is fully secure, but we work with reputable providers and review our security practices regularly.

### ***Changes to this policy***

We may update this policy from time to time. The "Last updated" date at the top of this page shows when it was last revised. Material changes will be notified to anyone on our mailing list.

### ***How to contact us***

For any questions about this policy or to exercise your rights, contact:

Hyphen Digital

7 Bell Yard, London WC2A 2JR

Email: [privacy@hyphendigital.com](mailto:privacy@hyphendigital.com)

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