

Privacy Policy

Collaboration Tools Ltd

Last updated: 22 May 2026

This Privacy Policy explains how Collaboration Tools Ltd collects, uses, shares and protects personal data when people use our websites, contact us, take part in sales or marketing activity, attend events or workshops, or use our software and related services.

We keep this policy under review and will update it as our websites, services, analytics tools, CRM systems, AI providers and subprocessors change.

1. Who we are

Collaboration Tools Limited is a company registered in England and Wales with company number 06485797. Our registered office is 14 Horn Street, Nunney, Frome, Somerset, BA11 4NP, United Kingdom.

In this policy, “we”, “us” and “our” refer to Collaboration Tools Ltd. We are the controller of personal data we collect for our own business purposes, such as website enquiries, marketing, sales, customer relationship management, supplier management, recruitment and administration.

In some projects, customers or partners may provide data to us for use within Deductive, Navigator products, workshops, demonstrations or pilot projects. Depending on the circumstances, we may act either as controller, joint controller or processor. The relevant contract, data processing agreement, statement of work or project terms will explain the role that applies.

For privacy enquiries, please contact us at hello@collaboration-tools.com or write to us at the registered office address above.

2. What personal data we collect

The personal data we collect depends on how you interact with us. It may include:

- identity and contact details, such as your name, work email address, telephone number, job title, organisation and postal address;
- business relationship information, such as your employer, sector, role, areas of interest, meeting notes, sales pipeline status, proposals, contracts and correspondence;
- website and technical information, such as IP address, browser type, device information, pages visited, referrer information, approximate location, cookie identifiers and analytics data where permitted;
- event and workshop information, such as attendance, dietary or accessibility requirements where you choose to provide them, feedback and follow-up preferences;
- support and service information, such as support requests, product feedback, diagnostic information, user account information and service usage information;
- project data, such as documents, datasets, source materials, workflow outputs and other information provided for demonstrations, pilots, workshops or customer projects;
- financial and procurement information, such as purchase orders, invoices, payment status, tax information and supplier records;
- recruitment information, such as CVs, covering letters, work history, qualifications and references where you apply for a role or project opportunity with us.

We do not intentionally collect special category data through our general website contact forms. Special category data includes information about health, ethnicity, political opinions, religious beliefs, trade union membership, genetic or biometric data, sex life or sexual orientation. If a customer or partner supplies materials that contain special category data, we will handle that data under the applicable contract and with appropriate safeguards.

3. How we collect personal data

We collect personal data when you:

- visit our websites, including www.collaboration-tools.com and www.deductive.ai;
- complete a form, send us an email, request information, book a meeting or ask for a demonstration;
- attend a workshop, event, webinar, meeting or demonstration;
- become a customer, partner, supplier, subcontractor or collaborator;
- use our software, services, support channels or hosted environments;
- interact with us on LinkedIn, YouTube or other online platforms;
- are referred to us by a mutual contact, partner, customer or professional adviser;
- apply to work with us or provide services to us.

We may also collect limited professional information from public sources, such as company websites, Companies House, public registers, LinkedIn profiles, conference programmes and other publicly available business sources, where this is relevant to our legitimate business interests.

4. How and why we use personal data

We use personal data only where we have a lawful basis under data protection law. The main ways we use personal data are set out below.

Purpose	Examples	Likely lawful basis
Responding to enquiries	Answering questions, arranging meetings, providing information about Deductive, Navigator products, workshops or services.	Legitimate interests, or steps before entering into a contract.
Sales and relationship management	Maintaining contact records, tracking opportunities, recording meetings, preparing proposals and managing follow-up actions.	Legitimate interests, or contract where a customer relationship exists.
Delivering services	Providing software, demonstrations, workshops, pilots, consulting, support and customer success activity.	Contract, legitimate interests, and in some cases legal obligation.
Operating Deductive and related services	Managing user access, processing customer-supplied materials, creating outputs, maintaining provenance, diagnosing issues and improving service reliability.	Contract, legitimate interests, and, where we act as processor, processing on customer instructions.
Marketing and communications	Sending relevant business updates, event invitations, product information, newsletters or follow-up messages.	Consent where required, or legitimate interests for business-to-business communications where permitted. You can opt out at any time.
Website operation and analytics	Keeping the website secure, understanding usage, improving pages and measuring marketing performance.	Legitimate interests for essential operation and security. Consent where required for non-essential cookies or analytics technologies.
Security and fraud prevention	Protecting systems, investigating misuse, detecting suspicious activity and maintaining audit logs.	Legitimate interests and legal obligation.
Legal, accounting and	Managing contracts, invoices, tax	Contract, legal obligation and

Purpose	Examples	Likely lawful basis
administration	records, disputes, insurance, compliance and corporate governance.	legitimate interests.
Recruitment and collaboration opportunities	Assessing candidates, contractors, students or collaborators and managing related communications.	Legitimate interests, steps before entering into a contract, and legal obligation where applicable.

5. AI, LLMs and customer data

Deductive is designed to make AI outputs transparent, verifiable and auditable. In doing so, we may process customer-supplied documents, data and prompts in order to provide the relevant service, demonstration, pilot or support activity.

Unless expressly agreed otherwise in writing:

- we do not sell customer data or personal data;
- we do not use customer project data to train public AI models;
- we do not use customer project data to train our own general-purpose models;
- we aim to minimise personal data included in prompts or knowledge fragments sent to AI services;
- where third-party AI or cloud providers are used, we use them as service providers under appropriate contractual, security and confidentiality arrangements.

Where a customer asks us to process personal data within Deductive, the customer remains responsible for ensuring that it has an appropriate lawful basis to provide that data to us and to use Deductive for the intended purpose, unless a different arrangement is agreed in writing.

We do not use website visitor, prospect or customer relationship data to make solely automated decisions that have legal or similarly significant effects on individuals.

6. Marketing communications

We may contact business contacts with relevant information about Deductive, Navigator products, workshops, events, case studies, articles or services where this is lawful and proportionate. We will provide a clear way to opt out of marketing communications and will respect opt-out requests.

Where consent is required for a particular type of marketing, we will ask for consent before sending it. Withdrawing consent does not affect the lawfulness of processing carried out before consent was withdrawn.

7. Cookies and similar technologies

Our websites may use cookies and similar technologies to make the website work, maintain security, remember preferences, understand how visitors use our site and improve our content. Some cookies are strictly necessary. Others, such as analytics or marketing cookies, will be used only where permitted by law and, where required, with your consent.

You can control cookies through your browser settings and, where available, through our cookie banner or preference tool. If we introduce new analytics, advertising, tracking or embedded media tools, we will update our cookie information accordingly.

8. Who we share personal data with

We share personal data only where necessary and appropriate. Recipients may include:

- hosting, cloud infrastructure, email, calendar, CRM, analytics, security, accounting, backup and support service providers;
- professional advisers, such as accountants, lawyers, insurers, auditors and business advisers;
- customers, partners, collaborators, funders or subcontractors where this is necessary for a project, bid, workshop, service or contract;
- payment providers, banks, tax authorities, regulators, public bodies or law enforcement where required;
- successor organisations if our business or assets are reorganised, transferred or merged.

Where we use service providers to process personal data for us, we require them to protect the data and process it only for the purposes we authorise. We do not sell personal data.

9. International transfers

Some of our service providers may process personal data outside the United Kingdom. Where this happens, we will use appropriate safeguards required by data protection law, such as adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or other lawful transfer mechanisms.

10. How long we keep personal data

We keep personal data only for as long as reasonably necessary for the purposes for which it was collected, including legal, accounting, reporting, security and dispute-resolution purposes. The periods below are general guidelines and may vary depending on the context.

Type of record	Indicative retention period
Website enquiries and general correspondence	Normally up to 24 months after the last meaningful contact, unless a longer period is needed.
Sales pipeline and prospect records	Normally up to 3 years after the last meaningful contact, unless the relationship is active or you ask us to stop contacting you.
Customer, contract, invoice and accounting records	Normally up to 6 years after the end of the relevant financial year or contract, where required for tax, accounting or legal purposes.
Marketing suppression records	As long as needed to ensure we do not contact people who have opted out.
Website analytics and technical logs	Normally up to 12 months unless a shorter or longer period is needed for security, diagnostics or legal reasons.
Workshop and event records	Normally up to 24 months after the event, unless needed for ongoing collaboration or legal purposes.
Customer project data processed in Dedoctive	As specified in the contract, data processing agreement or project terms. If no period is specified, we will agree an appropriate deletion or return process with the customer.
Recruitment records	Normally up to 6 months after the end of the recruitment process, unless you consent to a longer period or a legal issue requires retention.

11. How we protect personal data

We use appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration or disclosure. These measures may include access controls, authentication, encryption where appropriate, secure backups, supplier checks, confidentiality obligations, staff awareness, and separation of customer project data where required.

No system can be guaranteed to be completely secure. If we become aware of a personal data breach that creates a risk to individuals, we will assess it and take appropriate action, including notifying affected individuals or the Information Commissioner's Office where required by law.

12. Your rights

Depending on the circumstances, you may have the following rights under data protection law:

- the right to be informed about how we use your personal data;
- the right of access to a copy of your personal data;
- the right to rectification if your data is inaccurate or incomplete;
- the right to erasure in certain circumstances;
- the right to restrict processing in certain circumstances;
- the right to object to processing based on legitimate interests, including direct marketing;
- the right to data portability where applicable;
- the right to withdraw consent where processing is based on consent;
- the right not to be subject to certain solely automated decisions with legal or similarly significant effects.

To exercise your rights, contact us at hello@collaboration-tools.com. We may need to verify your identity before responding. Some rights are subject to legal limits, and we may need to keep certain information despite a request, for example for legal, accounting or security reasons.

13. Complaints

Please contact us first if you have any concerns about how we handle personal data. You also have the right to complain to the Information Commissioner's Office, the UK supervisory authority for data protection.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Website: www.ico.org.uk. Telephone: 0303 123 1113.

14. Children

Our websites and services are intended for business, professional and organisational users. They are not directed at children. We do not knowingly collect personal data from children through our general websites.

15. Links to other websites and platforms

Our websites and communications may contain links to third-party websites, platforms or embedded content, such as LinkedIn, YouTube, partner websites, public registers or online meeting tools. We are not responsible for the privacy practices of those third parties. You should review their privacy information before using them.

16. Changes to this policy

We may update this Privacy Policy from time to time. The latest version will be published on our website with the date of the most recent update. Significant changes may also be notified by email or other appropriate means where this is practical and required.