



Privacy Policy

Last updated: 29 June 2026

This Privacy Policy explains how Ignite Drive collects, uses, shares, and protects your personal data, and the rights you have over it. By using our website or our services, you agree to the practices described here.

1. Who we are

Ignite Drive ("we", "us", "our") is a marketing and sales consultancy operated by Oliver Allen, based in the United Kingdom. We help businesses grow through strategy, outreach, email marketing, and automation.

We are the **data controller** for the personal data we collect about our website visitors, prospects, and clients, and we are registered with the Information Commissioner's Office (ICO). When we run outreach or email marketing on behalf of a client, we act as a **data processor** on that client's behalf.

You can contact us about this policy or your data at info@ignitedrive.net.

2. The personal data we collect

- **Website visitors.** Your name, email address, phone number, and message when you contact us or complete a form, plus usage data such as IP address, browser type, pages visited, and the date and time of your visit, collected through cookies and similar technologies.
- **Prospects and business contacts.** When we carry out business-to-business outreach, for ourselves or for a client, we process professional details that are publicly available or provided by our client, such as your name, job title, employer, professional email address, and public LinkedIn profile information.
- **Clients.** Contact details, billing information, and records of the services we provide.
- **Client audiences and subscribers.** Where a client engages us to run email marketing or outreach, we process their contacts' data strictly on the client's instructions, as a processor.

3. How we use your data and our lawful bases

- **To respond to enquiries and provide our services** – performance of a contract, and our legitimate interests in operating our business.
- **To carry out relevant business-to-business outreach** – our, or our client's, legitimate interests in promoting relevant services, assessed against your rights through a legitimate interests assessment. You can object or opt out at any time.
- **To send marketing about similar services to existing contacts** – legitimate interests or consent, with an easy opt-out in every message.
- **To meet legal, tax, and accounting obligations** – compliance with a legal obligation.
- **For certain cookies and optional communications** – your consent, which you can withdraw at any time.

4. When we are a controller and when we are a processor

We are the controller for our own website, marketing, and prospect data. When we process personal data on a client's behalf, for example their subscriber or contact list, the client is the controller and we act only on their documented instructions under a written data-processing agreement.

5. Cookies and tracking

Our website uses cookies and similar technologies for essential functions, preferences, statistics, and marketing. Non-essential cookies are set only with your consent, which you can manage or withdraw at any time through the cookie banner on our website.

6. Who we share your data with

We share personal data only with trusted service providers who help us operate our business and deliver our services, each under appropriate data-protection terms. These include providers of:

- Website and application hosting and security
- Database and outreach or CRM platforms, including our LinkAngler platform and LinkedIn connectivity provided through Unipile
- Email delivery, such as Resend, MailerLite, Mailchimp, and Postmark
- AI processing used to assist with content and outreach, such as Anthropic and Google
- Website analytics and anti-spam, such as Google and hCaptcha

We do not sell your personal data. A current list of our sub-processors is available on request.

7. International transfers

Some of our providers are located outside the United Kingdom. Where personal data is transferred internationally, we rely on appropriate safeguards, such as UK adequacy regulations, the UK International Data Transfer Agreement, or Standard Contractual Clauses.

8. How long we keep your data

We keep personal data only for as long as necessary for the purposes described in this policy, or as required to meet legal, tax, accounting, or contractual obligations. Prospect and marketing data is reviewed regularly and removed when it is no longer relevant or on request.

9. Your rights

Under UK GDPR you have the right to access your data, to have it corrected or erased, to restrict or object to our processing, to data portability, and to withdraw consent at any time. To exercise any of these rights, contact us at info@ignitedrive.net.

You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113. We would appreciate the chance to resolve your concern first, so please consider contacting us before you approach the ICO.

10. Marketing and opt-out

Every marketing message we send includes a simple way to unsubscribe. You can also opt out at any time by contacting us, and we will action your request promptly.

11. Children

Our services are intended for businesses and are not directed at children under 13. We do not knowingly collect personal data from children.

12. Security

We apply appropriate technical and organisational measures to protect your personal data. Full detail is set out in our Security and Data Handling Statement, which is available on request.

13. Changes to this policy

We may update this policy from time to time. The latest version will always be published on this page with an updated date. Where changes are significant, we will provide a more prominent notice.

14. Contact us

Ignite Drive · info@ignitedrive.net · ignitedrive.net