

## PRIVACY POLICY

### **hi-impact consultancy**

Innovation House

Power Road

Bromborough

Wirral

CH62 3QT

0151 638 6283

[office@hi-impact.co.uk](mailto:office@hi-impact.co.uk)

Companies House Number: 06704406

ICO Registration Number : A8305459

Data Protection Lead: Alan Thompson

hi-impact take the privacy of your personal information very seriously and are committed to ensuring that we safeguard your personal information. In order to deliver our services to you, from time to time we need to collect personal information. The information we collect from you, along with the content that you use on our services and the data on how you use our websites, help us to provide a range of services that meet your needs. By using our services, you agree to the use of the data that we collect in accordance with this Privacy Policy.

The purpose of this Privacy Policy is to explain whose personal information we may collect and hold, what types of information we collect and how that information is used. When you share your information with us, you have the right to expect that this information is treated in a secure and confidential manner. This means that:

- We take full responsibility for all information you provide to us
- We will protect your personal information
- We will not sell your information to a third party

Personal data is:

“Any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”.

Special category data as defined by UK GDPR is:

- Personal data revealing racial or ethnic origin;

- Personal data revealing political opinions;
- Personal data revealing religious or philosophical beliefs;
- Personal data revealing trade union membership;
- Genetic data;
- Biometric data (where used for identification purposes);
- Data concerning health;
- Data concerning a person's sex life; and
- Data concerning a person's sexual orientation.

## Your Rights

All individuals have the right to be informed about the collection and use of their personal data. The UK GDPR provides the following rights for individuals:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

You have the right to request a copy of the information that we hold about you and this is known as a subject access request. Should you wish to exercise your right to access your data please refer to the 'Access to your information' section at the end of this document.

If you have any concerns about our use of your personal information, you can make a complaint to us at hi-impact consultancy ltd, Innovation House, Power Road, Bromborough, Wirral, CH62 3QT.

We also have a data protection officer, Judicium Consulting, to oversee data protection compliance. If you have any questions about how hi-impact handle your data you can also contact Judicium Consulting on the details below: -

Data Protection Officer: Judicium Consulting Limited  
Address: 72 Cannon Street, London, EC4N 6AE  
Email: [dataservices@judicium.com](mailto:dataservices@judicium.com)  
Web: [www.judiciumeducation.co.uk](http://www.judiciumeducation.co.uk)  
Lead Contact: Craig Stilwell

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

## **Personal Information**

Most personal information processed by hi-impact is provided to us directly by you when you contact or purchase one of our services or products. Data is collected through our websites, social media, telephone enquiries, service and product purchases, technical support enquiries, working as a partner, contractor or supplier to the business and through event bookings. We may retain a copy of our correspondence on our records, including any personal information contained therein, to be retained for as long as it is relevant.

This information may include, but is not limited to, your name, address, telephone number, email address, date of birth and financial information, along with other relevant and necessary information in order to deliver the service. If you're applying for a job we will need to collect detailed personal information which will be held for as long as it is relevant.

We automatically collect data via our websites. This data is non-personal identifiable information to help us understand how our websites are being used. Further information with regards to this can be found within the cookies section below.

hi-impact does not collect any special category data from clients or individuals not employed by the business.

## **How will we use the information about you?**

We collect information about you to process your order, manage your account and services as a customer, supplier or contractor. If you agree hi-impact will email you about other products and services we think may be of interest to you, with your consent we shall pass on your personal information internally to our other departments so that they may offer you relevant products and services. hi-impact will not share your information for marketing purposes with any other companies.

hi-impact has a number of service partnerships in place. These services may access your data as a functionality of the product. The details of the security and privacy measures these individual companies have in place are provided below. As part of the setup of these

services, hi-impact may be required to share your data with third party suppliers, details of the data shared are provided below.

Company	Privacy Policy	Data Location	Types of Data Shared
Exa Networks	<a href="https://exa.net.uk/about-contact/terms-policies/privacy/#:~:text=We%20reserve%20the%20right%20to,contractually%20required%20to%20be%20identifiable.">https://exa.net.uk/about-contact/terms-policies/privacy/#:~:text=We%20reserve%20the%20right%20to,contractually%20required%20to%20be%20identifiable.</a>	UK	Name, address
Datto	<a href="https://www.datto.com/legal/privacy-policy">https://www.datto.com/legal/privacy-policy</a>	UK	Name, email contact numbers.
Panda Security	<a href="https://www.redstor.com/privacy-policy/">https://www.redstor.com/privacy-policy/</a>	Ireland	Name, email address
Redstor	<a href="https://www.redstor.com/privacy-policy/">https://www.redstor.com/privacy-policy/</a>	UK	Name, email address
CPL Training	<a href="https://www.cpllearning.com/privacy-notice/">https://www.cpllearning.com/privacy-notice/</a>	UK	Name, email addresses, DOB.
Senso	<a href="https://www.senso.cloud/privacy-policy/">https://www.senso.cloud/privacy-policy/</a>	Ireland	Names, email address
Securas	<a href="https://www.securus-software.com/privacy-policy/">https://www.securus-software.com/privacy-policy/</a>	UK	Name
Google	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Europe	Name, email address, address, accounting information, staff information.

hi-impact will only process data under the following lawful basis of consent or contract.

- Consent: you have given clear consent for hi-impact to process your personal data for a specific purpose.
- Contract: the processing is necessary for a contract we have with you as an individual, or because you have asked hi-impact to take specific steps before entering into a contract.

hi-impact does not conduct automated decision making or profiling.

## Data Security

hi-impact takes security of data within the business very seriously. Annually the business completes Cyber Essentials Plus accreditation in order to review the policies and processes it has in place. Personal data is not stored locally but within our online file storage environment. hi-impact has two factor authentication in place across all devices and our

cloud backup system is encrypted end to end. The business controls who has access to this information with permissions set across all drives and online file storage environments. hi-impact staff complete regular GDPR training to further their understanding of the importance of data protection and security. For further information on hi-impact consultancy security please request the security policy.

### Data Retention and Erasure

Data is only retained for the period of time necessary to fulfil the need for which the data was obtained. Details of these retention periods are provided below.

Data Retention	Period of Retention	Method of Erasure
Email Communications	5 years	Deletion
Event Contact Information	1 year - Consent reviewed annually	Deletion/ Destroyed
Marketing Contact Information	1 year - Consent reviewed annually	Deletion/ Destroyed
Recruitment	1 year	Deletion/ Destroyed
Photographs from Workshops	Termly. Automatic deletion at the end of each term.	Deletion

### Marketing

We would like to send you information about products and services of ours which may be of interest to you. If you have consented to receive marketing, you may opt out at a later date. You have a right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please email [office@hi-impact.co.uk](mailto:office@hi-impact.co.uk)

### Cookies

#### What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by online service providers to help build a profile of users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

You can set your browser not to accept cookies however, some of our website features may not function as a result. For further information about cookies and how to disable them please go to the Information Commissioner’s webpage on cookies:

<https://ico.org.uk/for-the-public/online/cookies/>.

## Types of cookies

The cookies we place on your device fall into the following categories:

- **Session cookies**—these allow our website to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards
- **Persistent cookies**—these are stored on your device in between browser sessions. These allow your preferences or actions across our website to be remembered. These will remain on your device until they expire, or you delete them from your cache
- **Strictly necessary cookies**—these cookies are essential for you to be able to navigate our website and use its features. Without these cookies, the services you have asked for could not be provided
- **Performance cookies**—these cookies collect information about how you use our website, e.g. which pages you go to most often. These cookies do not collect personally identifiable information about you. All information collected by these cookies is aggregated and anonymous, and is only used to improve how our website works
- **Functionality cookies**—these cookies allow our website to remember the choices you make (such as your user name, language, last action and search preferences) and provide enhanced, more personal features. The information collected by these cookies is anonymous and cannot track your browsing activity on other websites
- **Targeting cookies**—also known as advertising cookies, these cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement on our website and help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator’s permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers

## The cookies we use

The table below provides more information about the cookies we use and why:

Hi-impact Websites	
<a href="http://www.hi-impact.co.uk">www.hi-impact.co.uk</a> <a href="http://www.livestream.co.uk">www.livestream.co.uk</a> <a href="http://www.hi-impact-ld.co.uk">www.hi-impact-ld.co.uk</a> <a href="http://www.the-host.uk">www.the-host.uk</a>	
The cookies we use	What they do

<p><b>Google Analytics- Analytics</b></p>	<p>The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.</p> <p>The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected includes the number of visitors, the source where they have come from, and the pages visited in an anonymous form.</p> <p>This cookie is set by Google and is used to distinguish users.</p>
<p><b>GDPR - Necessary</b></p>	<p>This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Necessary".</p>
<p><b>GDPR - Non-necessary</b></p>	<p>This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Non-necessary".</p>
<p><b>www.media.hi-impact.co.uk</b></p>	
<p><b>Youtube- Advertisement &amp; Analytics</b></p>	<p>The purpose of the cookie is to track the views of embedded videos and the information of the embedded YouTube videos on a website.</p> <p>These cookies are set via embedded youtube-videos. They register anonymous statistical data on, for example, how many times the video is displayed and what settings are used for playback. No sensitive data is collected unless you log in to your google account, in that case your choices are linked with your account, for example if you click "like" on a video.</p>
<p><b>Double Click - Advertisement</b></p>	<p>This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the user's browser supports cookies.</p>
<p><b>Google Analytics - Analytics</b></p>	<p>This cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.</p>

	<p>The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected includes the number of visitors, the source where they have come from, and the pages visited in an anonymous form.</p> <p>This cookie is set by Google and is used to distinguish users.</p>
<p><b>GDPR - Necessary</b></p>	<p>This cookie is set by GDPR Cookie Consent plugin. The cookies is used to store the user consent for the cookies in the category "Necessary".</p>

### How we use your cookies

hi-impact may request cookies to be set on your computer or device. Cookies are used to let us know when you visit our website, how you interact with us and to improve your experience. The cookies we collect will differ depending on what you are looking at on our website. You are able to adapt your cookie preferences, but by blocking certain types of cookies it may mean that your experience on the website is impacted.

### Consent to use cookies

We will ask for your permission (consent) to place cookies or other similar technologies on your device, except where these are essential for us to provide you with a service that you have requested.

There is a notice on our home page which describes how we use cookies and requests your consent to place cookies on your device.

### Access to your information

A subject access request should be made in writing and sent to the email or postal addresses below for the attention of Alan Thompson.

hi-impact consultancy ltd

Innovation House

Power Road

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Wirral

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[office@hi-impact.co.uk](mailto:office@hi-impact.co.uk)

### **Changes to our privacy policy**

We keep our privacy policy under regular review and we will place any updates on our web page.

This privacy policy was last updated in October 2021.

### **How to contact us**

Please contact us if you have any questions about our privacy policy, or information we hold about you by email [office@hi-impact.co.uk](mailto:office@hi-impact.co.uk) or telephone 0151 638 6283.