



Privacy Notice for Hoople Marketing

Information held about you

From time to time, Hoople may like to send you communications and updates on its services (including Hoople Ltd, Hoople Recruitment and Hoople Training and Education). We hope that you will find this information useful, informative and relevant to your business.

We also regularly receive requests for help and information about our business via our website enquiries form and email.

In addition, the Hoople Marketing team keeps a record of any compliments and complaints received about the company's services (including Hoople Ltd, Hoople Training and Education and Hoople Recruitment).

In order to provide you with the information you require and/or updates and to make sure you only receive information that we believe will be of interest or relevance to you, it is necessary for us to collect and hold personal information about you.

This information will include:-

- Basic information, such as:
 - *Your title, eg Mr/Mrs/Ms/Dr/Prof/Rev*
 - *Your first and last names*
 - *Your job title*
 - *Your business name*
 - *Your primary industry*
 - *The postal address of your business*
 - *The postcode of your business*
 - *Your business telephone number*
 - *Your business email address*
 - *Details of your enquiry, complaint or compliment (as applicable)*

Who is processing my data?

All personal data held is processed in accordance with data protection law. The Data Controller for the information outlined in this privacy notice is Hoople Ltd.

How will we use the information we hold about you?

We will collect information about you (where applicable) to:-

- *Carry out our obligations in terms of any legal contract or service level agreement we hold with your business*
- *Send you the information you have requested, latest news, information, updates (including special offers and funding opportunities) about Hoople Ltd's services (including Hoople Ltd, Hoople Recruitment and Hoople Training and Education). We may also contact you for help with our market research activities, including customer feedback.*

- *To record details of any compliment or complaint received about our services and, in the case of complaints, its resolution. This is important for our continuous service improvement and to ensure we meet and exceed customer expectations.*

What is the legal basis for us to process your data?

The legal basis for processing the data is:

- *Your explicit consent, which you can withdraw at any time by notifying marketing@hoopleltd.co.uk*
- *Your implied consent ('soft opt-in') which you have indicated as a business contact who has shown an interest in our services either by contacting us for information or through purchasing our services. You can withdraw your implied consent by notifying marketing@hoopleltd.co.uk at any time.*
- *You are a limited company or other corporate body and therefore not covered by the soft opt-in and the right to opt-out that apply to electronic marketing to personal subscribers. We will always identify ourselves in any communications sent to you and provide our contact information.*

Who we will share your information with

We will not normally share your information with any other organisations. However, information may be shared between Hoople service areas in order to target marketing activities more effectively. There may also be certain circumstances where we would share without consent such as where we are required to do so by law, to safeguard public safety, and in risk of harm or emergency situations. Any information which is shared will only be shared on a need to know basis, with appropriate individuals. Only the minimum information for the purpose will be shared.

When you have requested specific information from us via our website enquiry form or email, your contact details and the nature of your enquiry will be shared with appropriate Hoople colleagues in order that your request may be dealt with effectively.

In the case of compliments and/or complaints received by the Marketing team, these will be shared with internal service areas in order that the compliment and/or complaint can be acknowledged and, in the case of complaints, resolved. From time to time, we may ask your permission to share your compliments on our website, social media platforms or for the purposes of other marketing activities. If you agree to such sharing, you have the right to limit, refuse or withdraw any such permission at any time.

On occasions, your information may be accessed by contracted IT support organisations in the delivery of IT support for both the IT infrastructure and associated systems, for the processes detailed in this privacy notice. Access by IT support will only be for such reasons as fixing any technical issues with software, and any viewing of data will be incidental to this.

How long do we keep your records

The information outlined in this privacy notice that is held within the Hoople data drive will be deleted as soon as it has been used for the specific marketing campaign or market research exercise. If it is held for the purposes of delivering a contract or service level agreement to your business, we will delete the information within a maximum of 12 months after that contract or service level agreement has expired.

Information related to a specific enquiry received from you and held within a secure Microsoft Access database will be held for a period of one year after the request has been received.

Information related to a compliment or complaint will be held within a secure Microsoft Access database for a period of two years (in the case of compliments) and for two years after any complaint has been resolved.

Information outlined in this privacy notice that is held within the Mailchimp tool or within a secure Microsoft Access database will be held by us indefinitely unless we receive a specific request for your records to be deleted or we receive notification that you have left your post.

Any requests received by the Marketing team for data to be deleted will be actioned within 24 hours of the request having been received. In addition, the Marketing team will undertake an annual data cleansing exercise to remove any data from the Mailchimp or Access databases that we know is out of date but for which no specific deletion request has been received.

If you ‘unsubscribe’ from our mailing lists (using the links provided at the bottom of our mailings), your data will be held indefinitely within Mailchimp in order to prevent you from being included in future mailings or being resubscribed to the list.

Your rights

You have a number of rights under data protection law, including the right to request your information and to request that the information be amended, if incorrect, or erased.

To request your records, you will need to put your request in writing and provide proof of identification to Data Protection, Hoople Ltd, Plough Lane, Hereford HR4 0LE or via email data.protection@hoopletd.co.uk

You also have a right to make a complaint about our handling of your personal data to the Information Commissioner’s Office <https://ico.org.uk/>

Providing accurate information

It is important that we hold accurate and up to date information about you in order to assess your needs and deliver the appropriate services. If any of your details have changed, or change in the future, please ensure that you inform us via email to marketing@hoopletd.co.uk as soon as possible so that we can update your records.

Further information

If you have any questions or concerns about how your information is used, in the first instance please contact the Hoople Marketing team via email: marketing@hoopletd.co.uk or by telephone 01432 383678. You can also contact the Data Protection Officer, Hoople Ltd, Plough Lane, Hereford HR4 0LE, email: [\(Data.protection@hoopletd.co.uk\)](mailto:(Data.protection@hoopletd.co.uk))

More information about data protection and how it applies to you can be found on the Information Commissioner’s Office website at <https://ico.org.uk/>