



# Data Privacy Notice

## 1. Introduction

This is our data protection and privacy policy that explains who we are, how we process personal data and, if you are the subject of any of the personal data concerned, what rights you have and how to get in touch with us if you need to.

## 2. Who we are

We are Influence At Work UK Ltd, the data controller for the personal data described in this notice. Our contact details are at the end of this policy. We are responsible for ensuring your personal data is processed in accordance with applicable data protection laws.

## 3. The Personal Data We Collect and Why

We collect and process personal data for the following purposes:

<b>To provide and improve products and services for clients:</b>	We may collect individual names, contact details, addresses, pronoun preferences, occupation, usage data (including how you interact with our website, products, and services), video and audio recordings, records of meetings and decisions, and website user information
<b>For client or customer account operation:</b>	We may collect individual names, contact details, addresses to enable us to communicate with you in relation to the provision of services by us, purchase or service history, and marketing preferences and other personal information relating to you in the course of providing services (e.g. bank account or other financial detail)
<b>For information updates and marketing:</b>	We may collect your individual contact details to send you direct marketing material in order to advertise, market or promote our services (either to you or the person that you work for, as appropriate). We may combine this with other information we obtain about the things you are



	interested in and that are relevant to the services provided by us (for example, when you browse our website and view particular content) in order to help us ensure that marketing material that we send you is relevant to what you are interested in.
<b>For website browsing:</b>	We may collect information on your visits to our website and how you move around different sections of our website for analytics purposes to understand how people use our website so that we can make it more intuitive. We may keep a record of the content on our website that you have clicked on. This may involve the use of cookies, which is explained in Cookies Tracking Technology section of this notice.
<b>To comply with legal requirements:</b>	We may collect individual name, contact information, client account information, and any other personal information required by law.
<b>For recruitment:</b>	We may collect contact details (e.g. name, address, telephone number or personal email address), employment history (e.g. job application, employment references or secondary employment), education history (e.g. qualifications), right to work information, details of any criminal convictions (e.g. Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)

## 4. Lawful bases for processing

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website

We process your personal data under the following lawful bases, as appropriate:

- **Consent:** Where you have given us permission after being informed. You may withdraw your consent at any time.



- **Contract:** Where processing is necessary to enter into or carry out a contract with you.
- **Legal obligation:** Where processing is required to comply with the law.

## 5. Where we get personal information from

- Directly from you
- Previous employers, or academic institutions
- Market research organisations
- Providers of marketing lists and other personal information
- Suppliers and service providers

## 6. How long we keep information

We store your data for as long as it is necessary for the purposes set out above (e.g. for as long as we have, or need to keep a record of, a relationship with a business contact, or for recruitment purposes), after which it will be deleted or archived except to the extent that it is necessary for us to continue to process it for the purpose of compliance with legal obligations to which we are subject or for another legitimate and lawful purpose.

## 7. Who we share information with

### Others we share personal information with

- Professional or legal advisors
- Organisations we're legally obliged to share personal information with
- Previous employers
- Suppliers and service providers, e.g. IT support and cloud-based software service providers.
- Professional consultants
- Analytics and search engine providers that assist us in the improvement and optimisation of our site and subject to the cookie section of this policy.



## 8. Sharing information outside the UK

Our use of service providers involves some processing or storage of personal data in countries outside the UK or European Economic Area (EEA). An example of this is where we utilise cloud-based software as part of our operations (software as a service). We ensure that such a transfer complies with the conditions for transfers stipulated by applicable data protection law. We ensure appropriate safeguards are in place and ensure providers have appropriate accredited information security standards in place.

## 9. Cookies and Tracking Technologies

### What Are Cookies?

Cookies are small text files stored on your device when you visit our website. They help us make the website function properly, provide better user experience, and understand how the website performs.

### How We Use Cookies

We use both first-party and third-party cookies for several purposes:

- **Essential cookies:** Necessary for the website to function and do not collect personally identifiable data.
- **Statistics cookies:** Help us understand how visitors interact with our website, which pages are visited, and how the website performs.
- **Marketing cookies:** Used to personalise advertisements and track the effectiveness of ad campaigns. Information may be shared with third-party providers.
- **Functional cookies:** Enable non-essential features such as embedded videos or social media sharing.

### Tracking Technologies

We may use other tracking technologies (such as web beacons and pixels) to collect information about your browsing behaviour, device information, and usage patterns. This helps us improve our services and tailor content to your interests.

### Managing Cookies

You can control and manage cookies through your browser settings. You may also withdraw your consent for non-essential cookies at any time. For more information, please refer to our Cookie Policy or contact us using the details below.



## 10. Your Rights

You have the following rights in relation to personal data relating to you that we process:

- You may request access to the personal data concerned.
- You may request that incorrect personal data that we are processing be rectified.
- In certain circumstances (normally where it is no longer necessary for us to continue to process it), you may be entitled to request that we erase the personal data concerned.
- Where we are processing your personal data for marketing purposes or otherwise based on our legitimate interests, you may in certain circumstances have a right to object to that processing.
- Where we are processing personal data relating to you based on your prior consent to that processing, you may withdraw your consent, after which we shall stop the processing concerned.

To exercise any of your rights (including withdrawing relevant consents or obtaining access to your personal data), you should contact us as set out below. We will respond without undue delay and within one month.

If you have a complaint about any processing of your personal data being conducted by us, you can contact us as set out below or lodge a formal complaint with the [Information Commissioner](#).

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>



INFLUENCE AT WORK

## 11. Contacting Us

Our contact details are:

**Post:** Influence At Work UK Ltd, 727-729 High Road, London NW12 0BP

**Telephone:** (0203) 879 1133

**Email:** [info@influenceatwork.co.uk](mailto:info@influenceatwork.co.uk)

## 12. Last updated

4<sup>th</sup> November 2025