

## BACKGROUND:

Human Factors Expertise Ltd understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, [www.hf-expert.co.uk](http://www.hf-expert.co.uk) (“Our Site”) and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy & Cookies Policy carefully and ensure that you understand it. It explains how We handle your personal data.

## 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 13, below;
“Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
“Data Protection Legislation”	means all applicable legislation in force from time to time in the United Kingdom applicable to data protection and privacy including, but not limited to, the UK GDPR; the Data Protection Act 2018 (and regulations made thereunder); the Data (Use and Access) Act 2025; and the Privacy and Electronic Communications Regulations 2003 as amended;
“personal data”	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site or that we collect for the purpose of Our business such as, but not limited to, employee personal data. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Legislation”; and
“We/Us/Our”	means Human Factors Expertise Ltd a company registered in England under company number 13861735 and whose registered office address is Magnetic House, Waterfront Quay, Salford, England, M50 3XW.

## 2. Information About Us

Our Site [www.hf-expert.co.uk](http://www.hf-expert.co.uk) is owned and/or operated by Human Factors Expertise Ltd.

## 3. What Does This Policy Cover?

This Privacy Policy applies to your use of Our Site, all communication with Us when you use Our services and Our use of your personal data. Our Site may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

## 4. Your Rights

4.1 As a data subject, you have the following rights under the Data Protection Legislation, which this Policy and Our use of personal data have been designed to uphold:

- 4.1.1 The right to be informed about Our collection and use of personal data;
- 4.1.2 The right of access to the personal data We hold about you (see section 12);
- 4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 14);

- 4.1.4 The right to be forgotten – i.e., the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 14);
  - 4.1.5 The right to restrict (i.e., prevent) the processing of your personal data;
  - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
  - 4.1.7 The right to object to Us using your personal data for particular purposes; and
  - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any concerns about how We collect or use your personal data, We encourage you to contact Us in the first instance using the details in section 14 so that We can try to resolve the issue. We aim to respond to all complaints within 30 days. Where your concern is complex or requires more time, We will let you know and keep you updated on progress. If you are not satisfied with Our response, or if you would prefer not to speak to Us first, you can contact the UK's data protection authority: Information Commissioner's Office (ICO) [www.ico.org.uk](http://www.ico.org.uk).
- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

## 5. What Data Do We Collect?

Depending upon your use of Our Site, We may collect some or all of the following personal and non-personal data (please also see section 13 on Our use of Cookies and similar technologies):

- 5.1 name;
- 5.2 contact information such as postal addresses, email addresses and telephone numbers;
- 5.3 demographic information such as post code.

### Employee Personal Data

- 5.4 We collect and process personal data relating to our employees to manage the employment relationship and comply with legal obligations under the Data Protection Legislation and relevant employment laws. This data may include, but is not limited to, personal identification details, contact information, payroll data, tax and National Insurance information, qualifications, employment history, performance records, health information (where necessary), and any other data required for employment purposes.
- 5.5 Employee personal data is processed for purposes such as recruitment, payroll, pension administration, performance management, training, compliance with legal obligations (e.g., right-to-work checks), and health and safety requirements. Sensitive personal data (e.g., health data) will only be collected where necessary and will be subject to stricter safeguards.
- 5.6 We ensure that all employee data is processed lawfully, fairly, and transparently, kept secure, and retained only for as long as necessary in line with the Data Protection Legislation.
- 5.7 If employees have any questions about how their personal data is handled, they should contact Pippa Brockington or Julie Bell.

## 6 How Do We Use Your Data?

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the Data Protection Legislation at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:
- 6.2.1 Providing and managing your access to Our Site;
  - 6.2.2 Personalising and tailoring your experience on Our Site;
  - 6.2.3 Supplying Our services to you (please note that We require your personal data in order to enter into a contract with you);

- 6.2.4 Personalising and tailoring Our services for you;
  - 6.2.5 Replying to emails from you;
  - 6.2.6 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by contacting us or using the unsubscribe link within any emails;
  - 6.2.7 Market research; and
  - 6.2.8 Analysing your use of Our Site to enable Us to continually improve Our Site and your user experience.
- 6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email, telephone and post with information, news and offers on Our services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Data Protection Legislation.
- 6.4 You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- 6.5 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):
- 6.5.1 We will retain your contact details for as long as we contract with you and for 36 months thereafter;
  - 6.5.2 We will retain your contact details for 36 months if you have enquired about our products or services thereafter, they will be deleted;
  - 6.5.3 We will retain your contact details indefinitely if you have consented to receiving marketing materials from us and for a period of 3 months once you unsubscribe; and
  - 6.5.4 We will retain your financial information for as long as we contract with you and, thereafter, for the permitted period of time required by law.
  - 6.5.5 If you are an employee, We will retain your personal data during the length of your employment and for 72 months thereafter.
- 6.6 Use of AI tools - We may use artificial intelligence (AI) tools to support our internal processes, such as drafting content, summarising information, or managing communications. These tools do not make decisions about individuals and are only used to assist our team in carrying out tasks more efficiently. Any information created in this way is reviewed by a human before being used.

## **7. How and Where Do We Store Your Data?**

- 7.1 We only keep your personal data for as long as We need to in order to use it as described above in section 6, and/or for as long as We have your permission to keep it.
- 7.2 We will store some of your personal data in the UK. This means that it will be fully protected under the UK's Data Protection Legislation.
- 7.3 We will store some of your personal data within the European Economic Area (the "EEA"). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the EU GDPR and/or to equivalent standards by law. Transfers of personal data to the EEA from the UK are permitted without additional safeguards.
- 7.4 We may store some or all of your personal data in countries outside of the UK and EEA. These are known as "third countries". When We do, We ensure that appropriate safeguards are in place to protect your data. These safeguards include ensuring that the level of protection in the destination country is not materially lower than that required under the Data Protection Legislation. Security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.
- 7.5 We use the following third-party software and some of your data may be stored on their servers:
  - 7.5.1 Microsoft email servers; and
  - 7.5.2 Microsoft One Drive and SharePoint cloud storage.
- 7.6 Steps We take to secure and protect your data include:

- 7.6.1 All devices and computers that we store your data on are password protected;
- 7.6.2 All devices and computers that we store your data have anti-virus software and are constantly updated to the most recent operating system; and
- 7.6.3 We only store your data on computers and devices owned by Us. We also use Contractors who may store Our data on their computers, servers and any such cloud storage they may access. We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.

## **8. Do We Share Your Data?**

- 8.1 We may sometimes contract with third parties to supply products and services to you on Our behalf. These may include payment sub-contractors, accreditation bodies, processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.
- 8.2 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.
- 8.3 We may sometimes use third party data processors that are located outside of the United Kingdom and European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where We transfer any personal data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK under the Data Protection Legislation including:
  - 8.3.1 Using Standard Contractual Clauses “SCCs” as a mechanism to safely process data outside of the UK and EEA to third countries which have not been granted adequacy; or
  - 8.3.2 Is a Country that has been granted adequacy which confirms its data protection legislation is adequate to safeguard data processing.
- 8.4 In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

## **9. What Happens If Our Business Changes Hands?**

- 9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy & Cookies Policy, be permitted to use that data only for the same purposes for which it was originally collected by Us.
- 9.2 In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

## **10. How Can You Control Your Data?**

- 10.1 In addition to your rights under the Data Protection Legislation, set out in section 4, when you submit personal data via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details and by managing your Account.
- 10.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

## **11. Your Right to Withhold Information**

- 11.1 You may access Our Site without providing any data at all.
- 11.2 You may restrict Our use of Cookies. For more information, see section 13.

## **12. How Can You Access Your Data?**

You have the right to request a copy of any of your Personal Data that We hold (where such data is held). Under the Data Protection Legislation, no fee is payable, We are required to reply to you within one month, and we will provide any and all information in response to your request free of charge, provided the request is reasonable. If We require clarification to help Us locate the information you are seeking, We may pause the one-month response period until We receive that clarification. We will also carry out a search that is reasonable and proportionate based on the scope and nature of your request. Please contact us for more details using the contact information set out in section 14.

## **COOKIES POLICY**

### **13. Our Use of Cookies**

- 13.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
- 13.2 All Cookies used by and on Our Site are used in accordance with current Cookie Law. We may use some or all of the following types of Cookies:
  - 13.2.1 **Strictly Necessary Cookies**

A Cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, your shopping basket, and payment transactions.
  - 13.2.2 **Analytics Cookies**

It is important for us to understand how you use Our Site, for example, how efficiently you navigate around it and which features you interact with: Where permitted by law, We may use certain analytics cookies that help Us gather this information without requiring your consent. These cookies are used solely to improve the performance and usability of Our Site and do not collect information that identifies you personally. Where analytics cookies are used for any other purpose or involve tracking, We will always request your consent.
  - 13.2.3 **Functionality Cookies**

Functionality Cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.
  - 13.2.4 **Targeting Cookies**

It is important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your interests.
  - 13.2.5 **Persistent Cookies**

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Site.
  - 13.2.6 **Session Cookies**

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit Our Site until you close your browser. Session Cookies are deleted when you close your browser.
- 13.3 Before Cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended. You will

be given the opportunity to allow only first party Cookies and block third party Cookies.

13.4 Certain features of Our Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. These Cookies are shown below in section 13.5. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser’s settings as detailed below in section 13.7, but please be aware that Our Site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

13.5 The following first, third party and analytics Cookies may be placed on your computer or device:

<b>Name of Cookie</b>	<b>Purpose</b>	<b>Type</b>
nt	Used for session management and core site functionality during a browsing session.	Strictly Necessary
_ga	Calculates visitor, session and campaign data and tracks site usage for analytics reporting.	Analytics
_ga_2PHRRML7G7	Maintains session state and collects analytics data about website usage.	Analytics
_ga_H74KY38NCR	Stores and counts page views and interactions for analytics purposes.	Analytics
_ga_R27EG051VG	Persists session state and tracks engagement metrics.	Analytics
_gcl_au	Used by Google Ads to measure advertising effectiveness and conversions.	Marketing
ac_enable_tracking	Stores the user’s consent or tracking preference settings.	Preference
ANON	Supports analytics and behavioural insights through Microsoft Clarity.	Analytics
MUID	Identifies unique browsers for analytics, advertising and fraud prevention via Microsoft services.	Marketing
NAP	Maintains session information for Microsoft Clarity analytics and behaviour analysis.	Analytics
prism_91628244	Helps identify returning visitors and analyse site performance.	Analytics
sbjs_current	Stores current traffic source information to track how visitors arrive at the website.	Analytics
sbjs_current_add	Stores additional metadata about the current visit including entry page information.	Analytics
sbjs_first	Tracks the first source through which a visitor arrived at the website.	Analytics
sbjs_first_add	Stores additional data relating to the visitor’s first session and referral source.	Analytics
sbjs_migrations	Technical cookie used to manage tracking script	Strictly Necessary

	updates and compatibility.	
sbjs_session	Maintains session tracking data for visitor journey analysis.	Analytics
sbjs_adata	Stores anonymised browser and visit information for analytics reporting.	Analytics

- 13.6 Our Site uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how Our Site is used. This, in turn, enables Us to improve Our Site and the services offered through it. You do not have to allow Us to use these Cookies, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.
- 13.7 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 13.8 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

#### 14. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [admin@hf-expert.co.uk](mailto:admin@hf-expert.co.uk) or by post to Human Factors Expertise Ltd Magnetic House, Waterfront Quay, Salford, England, M50 3XW. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 12, above).

#### 15. **Changes to Our Privacy Policy**

We keep this policy under regular review and will update it where necessary to reflect changes in the law or Our data practices. Any updates will be added to this policy. This policy was last updated on **19<sup>th</sup> February 2026**