



THE IN-HOUSE TRAINING COMPANY

THE  
CUSTOMER SERVICE  
TRAINING COMPANY

THE  
BOARDROOM EFFECTIVENESS  
COMPANY

## PRIVACY POLICY

### BACKGROUND:

We understand that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our clients and programme participants and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

This policy applies to all our activities, regardless of the company or brand, as described below.

### 1. About us

#### Maximum Performance and associated brands

- Name and legal status: Management Training Solutions Limited (t/a Maximum Performance, Maximum Coaching and Maximum HR) is a limited company registered in England (company number 3477911), wholly owned by TIHTC Ltd
- Registered address: 23 The Foresters, Burgundy House, High Street, Harpenden, Hertfordshire AL5 2FB.
- Main trading address: As above.
- VAT number: 707 3173 50
- Data Protection Officer: Elaine Durno.
  - Email address: elaine.durno@maximumperformance.co.uk
  - Telephone number: +44 (0)1582 714280.
  - Postal address: as above
- Information Commissioner's Office registration certificate number: Z1998053.

#### The In-House Training Company and associated brands

- Name and legal status: TIHTC Ltd (t/a The In-House Training Company, The Customer Service Training Company, The Boardroom Effectiveness Company) is a limited company registered in England (company number 5649324).
- Registered address: As above.
- Main trading address: As above.
- VAT number: 875 3426 02.
- Data Protection Officer: As above.
- Information Commissioner's Office registration certificate number: Z2914838.

### 2. The purpose of this note

This Privacy Policy explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

### 3. Personal data defined

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the 'GDPR') as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'. Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers

obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

#### 4. **Your rights**

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 1.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 1 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 1 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. In our case, we do not process any data in such a way that portability would be relevant.
- h) Rights relating to automated decision-making and profiling. In our case, this is only relevant if we are administering a psychometric profiling or assessment tool for you or your organisation: Part 6 explains more about that.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 1 above.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau. If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

#### 5. **The personal data we collect**

We may collect some or all of the following personal data (this will vary according to your relationship with us):

- Name
- Address
- Email address
- Telephone number
- Employing organisation name
- Job title
- Job function or profession
- Payment information
- Information about your contact preferences and professional interests

Depending on the nature of our relationship with you, this information may be supplied by you directly or it may come from others within your organisation.

We may also hold some of this data about you if you have given it to a third party on the understanding that it can be shared for marketing purposes. This means that you may receive marketing communications from us because you are on a mailing list that has been shared with us in accordance with the GDPR. The source of the data is irrelevant and your rights under Part 4 above are completely unaffected: you can still opt out of any of our e-marketing communications at any time by clicking on the unsubscribe button at the foot of any marketing email we send you.

#### 6. **How we use your personal data**

Under the GDPR, we must always have a lawful basis for using personal data. This may be

because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. In order for us to fulfil a contract with you or your organisation, your personal data may be used in connection with any or all of the following purposes:

- Supplying products and services to you or your organisation.
- Personalising and tailoring our products and services for you.
- Communicating with you. This may include responding to emails or calls from you. It may include sending you information about a programme you are attending.
- Supplying you with information by email and/or post that you have requested or opted-in to (you may unsubscribe or opt-out of any marketing communication emails at any time by clicking on the unsubscribe button at the foot of any opted-in email we send you; to opt out of any other form of communication please contact our Data Protection Officer using the details given at Part 1 above).

Where, with your permission and/or where permitted by law as a legitimate business interest, we use your personal data for marketing purposes, this may include contacting you by email, telephone, text message or post with information, news, and offers on our products and services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the e-Privacy Regulation, and you will always have the opportunity to opt out.

If you are taking part in a project we are delivering which involves psychometric profiling or assessment tools, then you will be invited to answer a questionnaire (either in paper format or online). When the questionnaire is online this data will be used by a third party to generate a report in accordance with their privacy and data security policies. We will see the reports but no personal data other than your name and email address. No data collected in this context will ever be shared with other parties, either by us or by our third-party provider, other than in a manner stipulated in the contract governing our supply of products and services to you or your organisation.

If you are taking part in a project we are delivering which involves use of an online survey platform such as SurveyMonkey, or a learning reinforcement app such as Mindmarker (or our own 'SCS top-up' app, or a social learning platform such as Curatr) then you may be invited to answer an online questionnaire or respond to an online question. Any data you share will be stored for a limited period on the platform, in accordance with the platform owner's privacy and data security policies. No data collected in this context will ever be shared with other parties, either by us or by our third-party provider, other than in a manner stipulated in the contract governing our supply of products and services to you or your organisation.

There may be situations in which it is necessary to share client or contact data for legal reasons, as set out below, in which case any such data-sharing will be conducted strictly in accordance with the terms of this Privacy Policy and of prevailing law at the time:

- a) In the event that we sell any of our business or assets, in which case we may disclose your Data to the prospective buyers of such business or assets and to their legal advisers;
- b) In the event that we appoint a third party data processor to process your Data in accordance with our documented instructions and with the requirements of UK Data Protection law;
- c) If it is necessary to disclose your Data to our professional advisers (for example, to our legal advisers or our accountants); and
- d) If it is necessary to do so in order to enforce or apply our terms and conditions of supply (if applicable) or to protect the rights, property, or safety of Management Training Solutions Ltd, TIHTC Ltd, our customers or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction and exchanging information with debt recovery agencies.

## **7. How long we keep your personal data**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how

long it is kept):

- 7.1 For data collected directly from you, five years. (We have chosen five years because that is the average amount of time a professional in the UK remains in post. If you ask us to, we will delete it at any time before then).
- 7.2 For data collected indirectly from you (i.e., via the cookies on our websites), the retention period is determined by the relevant third-party data collector.

## 8. **How and where we store or transfer your personal data**

Any data we collect directly from you will be stored in the UK and will not be transferred to anyone else. This means that it will be fully protected under the GDPR.

Data collected indirectly from you (i.e., via the cookies on our websites), will be shared with the cookie provider (e.g., Google, LinkedIn, Facebook) in accordance with their terms and conditions and they may store it in countries that are not part of the European Economic Area (the 'EEA' consists of all EU member states, plus Norway, Iceland, and Liechtenstein). These are known as 'third countries' and may not have data protection laws that are as strong as those in the UK and/or the EEA. You have the option to disable these cookies when you use our website. This means that we will take additional steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR as follows. Data stored by a third party based in the USA may be protected if they are part of the EU-US Privacy Shield. This requires that third party to provide data protection to standards similar to the levels of data protection obtaining in Europe. More information is available from the [European Commission](#).

Please contact us using the details above in Part 1 for further information about the particular data protection mechanisms governing the storage of your personal data by third parties.

## 9. **Sharing your personal data**

We will not share any of your personal data with any third parties for any purposes, except as follows:

- 9.1 If data is collected directly from you in connection with psychometric profiling or assessment tools, as described in Part 6 above, it will be held by the relevant third-party provider in accordance with their GDPR-compliant terms and conditions.
- 9.2 If data is collected indirectly from you via the cookies on our website, as described in Part 8 above, it will be held by the relevant third-party provider in accordance with their terms and conditions.
- 9.3 In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

Please note that, in relation to Management Training Solution Ltd, our holding company, TIHTC Ltd, does not count as a third party for the purposes of this section (and vice versa).

## 10. **Accessing your personal data**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a 'subject access request'.

All subject access requests should be made in writing and sent to our Data Protection Officer using the contact details given in Part 1 above.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within five working days of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of one month from the date we receive your request. You will be kept fully informed of our progress.

11. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Any changes will be made available via our websites, which currently include:

[www.maximumperformance.co.uk](http://www.maximumperformance.co.uk)

[www.maximumcoaching.co.uk](http://www.maximumcoaching.co.uk)

[www.maximumhr.co.uk](http://www.maximumhr.co.uk)

[www.tihc.co.uk](http://www.tihc.co.uk)

[www.thecustomerservicetrainingcompany.co.uk](http://www.thecustomerservicetrainingcompany.co.uk)

[www.boardroomeffectiveness.co.uk](http://www.boardroomeffectiveness.co.uk)