

Privacy Notice

This Privacy Notice, together with our [Cookie Notice](#), sets out how and why we, **Performance Consultants (International) Ltd**, collect, store, use and share your personal data in accordance with our obligations under (as applicable) the EU General Data Protection Regulation, the GDPR as incorporated into English law, the Data Protection Act 2018 and all other applicable legislation relating to privacy and communications. It also explains what rights you have and how to contact us or supervisory authorities if you have a complaint.

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Who is responsible for your data?

Performance Consultants (International) Ltd (referred to in this notice as “**we**”, “**us**” or “**our**”) is responsible for your data. Our address is 93 Ifield Road, London SW10 9AS, UK. We are registered as a company in England and Wales under company number 4612289. We are the data controller which means we decide how your data is used and protected. We remain committed to keeping your personal information safe.

What personal data do we collect about you?

Personal data is information which relates to an identified or identifiable individual (either by itself or in combination with other data available to us). The information we collect depends on how you use our products and services.

The table below lists the different kinds of personal data we might collect about you. In addition to the categories in the table below, through the use of cookies and similar technologies, we can collect information about the devices you use to interact with our websites, learning platforms and apps (collectively, “sites”). See our [Cookie Notice](#) for more information on this.

Type of personal data	How we collect the data
Your name, company name, job title, department, IP address, user name, password and contact details (email addresses, telephone numbers, address)	<ul style="list-style-type: none">○ When you create a user account on any of our sites○ When you contact us by post, telephone or email○ When you give us your business card○ When you request to receive our newsletters, alerts and other marketing communications○ When you respond to a request for information○ When you fill in one of our forms○ When your employer gives your data to us○ When legitimately provided to us by a third party○ When you make the information publicly available for business opportunities○ When you connect with us via social media

Information about our products and services you use or are interested in and information about how you use our website	<ul style="list-style-type: none"> ○ When you purchase or request information about our products and services ○ When you open our marketing emails ○ When you interact with our marketing materials ○ When you attend our events or webinars ○ When you interact with our website
Information about your membership of one of our online services	<ul style="list-style-type: none"> ○ When you interact with our online services
Information about your education and career, skill level, qualifications, professional membership, languages proficiency	<ul style="list-style-type: none"> ○ If you have publicly released this information for business purposes ○ When you respond to our request to provide this information ○ When you fill in our registration forms and surveys ○ When you send us your curriculum vitae
<p>More sensitive information about you known as special category personal data about your health, dietary requirements, religious and philosophical beliefs</p> <p><i>By providing any sensitive personal data, you explicitly agree that we may collect it and use it to provide services to you. Information obtained during a coaching session is strictly confidential and will not be shared without your consent</i></p>	<ul style="list-style-type: none"> ○ When you fill in our registration form to book an in-person workshop ○ If you ask for special assistance ○ If you book a certain meal type such as a kosher meal or a gluten-free meal
Information about your learning and work activities and experiences	<ul style="list-style-type: none"> ○ When you register for or participate in any of our courses ○ When you access our digital learning resources ○ When you agree to being filmed or recorded ○ When you fill in our feedback forms or surveys ○ When you use our public bulletin boards and discussion forums
The communication we have with you (emails, letters, recorded telephone calls, online chat messages, messages sent through our social media platforms)	<ul style="list-style-type: none"> ○ When you get in touch with us ○ When we respond to you ○ When you respond to us ○ When you provide feedback
Information about you, your interests and preferences, your location and how you search for and use our sites, the device and web browser you use, and the site from which you arrive (IP address, device identifier, web browser and browsing information)	<ul style="list-style-type: none"> ○ When you visit and interact with our sites if you accept cookies placed on your device ○ When you update your account information ○ When you open our marketing emails ○ When you click on our marketing banners ○ When you fill in one of our forms ○ When you get in touch with us ○ When you provide feedback ○ When you opt in to receiving messages from us
Transaction and payment card information (although payment card information is collected and processed by a third party processor and only used for that purpose)	<ul style="list-style-type: none"> ○ When you pay for our services

How do we use your personal data?

We use your personal information to answer your enquiry or training application, to provide information, products and services to you, to manage our relationship with you, and to create new and improved products and services. We will send you appropriate marketing communications if you have given your consent for us to do so.

Certain personal data we collect is known as special category personal data to which additional protections apply under data protection law (for example information about your dietary requirements or access requirements). Where we process special category personal data, we will obtain your explicit consent to that processing, unless consent is not required by law (because, for example, it is processed for the purpose of exercising or defending legal claims or the information is required to protect your health in an emergency).

Below, we have set out the different ways in which we might use your personal data, and the lawful basis for using that data. When the reason is because it is in our legitimate interests, we give the details. We will not unfairly put our legitimate interests above what is best for you.

What we use your personal data for	Lawful basis for use	Details of our legitimate interests
<ul style="list-style-type: none"> ○ To communicate with you ○ To manage our relationship with you ○ To administer your coaching, mentoring, training, assessment and certification ○ To deliver training materials to you ○ To request feedback ○ To understand and respond to your requirements, requests for information, queries, concerns, comments and feedback ○ To notify you about changes to our service and updates to our policies, agreements and terms and conditions 	<ul style="list-style-type: none"> ○ Fulfilling contracts ○ Our legitimate interests 	<ul style="list-style-type: none"> ○ Keeping our records up to date, working out which of our products and services may interest you ○ Developing products and services and what we charge for them ○ Identifying or defining types of customers for new products of services ○ Being efficient about how we fulfil our contracts, provide our services and fulfil our legal duties
<ul style="list-style-type: none"> ○ To improve your experience of our online services, provide content in the appropriate language and customized according to your device ○ To help you log in to our sites ○ To manage your account preferences and password ○ To publish files and content that you choose to contribute to our sites ○ To understand more about your preferences ○ To personalize the service we offer to you ○ To help you complete a purchase ○ To facilitate the technical functioning of our sites, security and troubleshooting 	<ul style="list-style-type: none"> ○ Fulfilling contracts ○ Our legitimate interests 	<ul style="list-style-type: none"> ○ Keeping our records up to date, working out which of our products and services may interest you ○ Developing products and services and what we charge for them ○ Identifying or defining types of customers for new products of services ○ Being efficient about how we fulfil our contracts, provide our services and fulfil our legal duties
<ul style="list-style-type: none"> ○ To inform you about our news, insights, products, services, promotions 	<ul style="list-style-type: none"> ○ Our legitimate interests 	<ul style="list-style-type: none"> ○ Networking and growing the business ○ Keeping our records up to date, working out which of our products and services may interest you ○ Developing products and services and what we charge for them ○ Identifying or defining types of customers for new products of services

<ul style="list-style-type: none"> ○ To send you news, insights and marketing communications you subscribe to ○ To include your reviews and feedback on our sites and in our sales and marketing communications 	<ul style="list-style-type: none"> ○ With your consent 	
<ul style="list-style-type: none"> ○ To run our business in an efficient and proper way ○ To fulfil our administrative purposes including accounting, billing and audit ○ To meet our health and safety responsibilities. ○ To improve our services ○ To manage how we work with other companies that provide goods and services to us and our customers ○ To protect our business interests 	<ul style="list-style-type: none"> ○ Our legitimate interests 	<ul style="list-style-type: none"> ○ Being efficient about how we fulfil our contracts, provide our services and fulfil our legal duties ○ Identifying ways to improve the way we deliver our services
<ul style="list-style-type: none"> ○ To develop and manage our brand, products and services ○ To test new products and services ○ To carry out, analyse and report on research, surveys, assessments and feedback ○ To tailor our services and products according to your preferences ○ To inform our marketing strategy, and to provide management information ○ To analyse our sites, and evaluate the performance of our content, interest in our products and effectiveness of our marketing campaigns 	<ul style="list-style-type: none"> ○ Fulfilling contracts ○ Our legitimate interests 	<ul style="list-style-type: none"> ○ Keeping our records up to date, working out which of our products and services may interest you ○ Developing products and services and what we charge for them ○ Being efficient about how we fulfil our contracts, provide our services and fulfil our legal duties ○ Identifying ways to improve the way we deliver our products and services
<ul style="list-style-type: none"> ○ To comply with a legal obligation ○ To address a complaint or grievance 	<ul style="list-style-type: none"> ○ Fulfilling contracts ○ Our legal duty 	

How long do we keep your data?

We will keep your data only for as long as we need it. How long we need data depends on what we are using it for, whether that is to provide services to you, for our own legitimate interests or so that we can comply with the law. We will review the information we hold and when there is no longer a customer, legal or business need for us to hold it, we will either delete it securely or in some cases anonymize it. If you no longer have an account with us or we are no longer providing goods or services to you, we will usually delete or anonymize your account data after ten years.

How do we protect your data?

We protect your personal data against unauthorised access, unlawful use, accidental loss, corruption or destruction. We use technical measures such as encryption and password protection to protect your data and the systems they are held in. We limit access to your personal data to those who have a genuine need to access it. We also use operational measures to protect the data and we have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so. We keep our security measures under review and refer to industry security standards to keep up to date with current best practice.

Who do we share your personal data with?

We may share your personal data with the following categories of third party processors, some of whom may be located outside the UK and EEA:

- our email, automation, marketing and publicity services providers
- our database operators and data management and data hosting service providers
- our analytics and data enrichment service providers
- our website and learning platform hosts, operators, IT support providers and software developers
- our social media providers (with your consent)
- our digital credentialing provider and other professional credentialing bodies
- our survey providers
- our Associates (trainers, facilitators, coaches, mentors, consultants) and overseas divisions
- our publishers, printers and delivery service providers
- our financial services and payment service provider
- our auditors, insurers, bank, technical consultants and legal advisors

We will not sell or share your personal data with other organizations for their own marketing purposes.

If you are one of our Associates we will share your data with our customers for the purposes of providing services and growing our business.

We will make sure that all third parties respect your personal data and comply with data protection laws. They are not permitted to use or share your personal data except as necessary to perform services on our behalf or to comply with legal requirements.

If we do transfer data outside the UK and EEA, we will comply with the applicable UK and EEA laws designed to ensure the privacy of your personal data. We will use one of the following safeguards to ensure that it is protected:

- the UK government has decided the laws of a particular country ensures an adequate level of protection of personal data (known as an 'adequacy regulation' further to Article 45 of the UK GDPR. A list of countries this applies to is available [here](#);
- in the case of transfers subject to EEA data protection laws, the European Commission has made an adequacy decision further to Article 45 of the EU GDPR. A list of countries the European Commission has currently made adequacy decisions in relation to is available [here](#);
- there is an appropriate safeguard in place, together with enforceable rights and effective legal remedies for you (in particular legally approved standard data protection clauses); or
- a specific exception applies under relevant data protection law.

If you would like further information about data transferred outside the UK/EEA please contact us.

We will only share your credit and debit card information with our payment card and fraud management services providers in order to process payments and prevent and detect fraud.

We will share your data as needed for security, legal compliance, auditing or as part of a corporate restructuring.

What are your rights and how can you withdraw consent?

Your rights are explained below. For further information on each of these rights, please contact us or refer to the guidance from the [UK's Information Commissioner](#).

- You can withdraw consent at any time to any processing for which you have provided us with consent, by contacting us. To withdraw your consent to receiving marketing emails you can also use the 'unsubscribe' link in emails. We act on withdrawals of consent as soon as we can.
- You can ask for a copy of the personal data that we hold about you.
- You can ask for your data to be amended or corrected
- You can require us to restrict processing of your personal data in certain circumstances, e.g. if you contest the accuracy of the data.
- You can require us to delete your personal data in certain situations.
- You have the right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party in certain situations.
- You can object to our processing of your data (i) for direct marketing (including profiling), and (ii) in certain other situations to our continued processing of your personal data, e.g. processing carried out for the purpose of our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the processing is required for the establishment, exercise or defence of legal claims.

You can request not to be subject to decision making based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you. To exercise any of your rights, contact us:

Performance Consultants International
93 Ifield Road, London SW10 9AS, United Kingdom
Email info@performanceconsultants.com
Telephone +44 (0)20 3903 0011

When contacting us please provide enough information to identify yourself and any additional identity information we may reasonably request from you, and let us know which right you want to exercise and the information to which your request relates.

When you get in touch, we will come back to you as soon as possible within one month.

How to complain

Please contact us if you have any queries or concerns about our use of your personal data (see above our contact details). You also have the right to lodge a complaint with the Information Commissioner in the UK who may be contacted using the details at ico.org.uk/make-a-complaint or by telephone: 0303 123 1113.

For a list of EEA supervisory authorities see [here](#).

Changes to this privacy notice

When we make significant changes to this privacy notice we will take steps to inform you by including a prominent link to a description of those changes on our website for a reasonable period or by email.

This Privacy Notice was last updated 5 March 2024.