

We are committed to respecting and protecting the privacy of all those who use our website and services. The following policy explains the various ways in which we collect personal information and data about our users. It also outlines what this information is used for, the steps we take to keep it secure, and the situations in which we may disclose this information to others.

By using the HFE website, you're agreeing to be bound by the terms of this policy.

From time to time, this policy may change so you may want to occasionally check this page to ensure you're happy with any updates.

Questions about this policy or other practices relating to privacy can be sent to webmaster@hfe.co.uk. Alternatively, we can be contacted on our main office number – 0800 612 4067.

Who are we?

Health and Fitness Education Limited is an independent learning provider to the active leisure sector. HFE is a Registered Trademark of Health and Fitness Education Limited.

Our registered address is: Health and Fitness Education, 7 & 8 Roundhouse Court, Barnes Wallis Way, Buckshaw Business Centre, Chorley, Lancashire, PR7 7JN.

How do we collect your information?

We collect information about you when you use our website, when you make an enquiry about a course, sign up for our newsletters, enrol onto a course, book an exam, or use our Learner Management System to assist with your studies.

What type of information is collected?

Depending on the specific elements of our website that you use, we will collect a range of personal information including: name, postal address, email address, date of birth, IP address and which specific pages you have accessed, for how long and when. If you are a student enrolling onto a course or booking an exam, further information may be required to provide you with the best possible service. This includes details of any disabilities, learning difficulties or additional educational needs you may have.

If you enrol on to a course or exam online, or purchase replacement learning materials from us, your card information will be collected. This information is not held by us as we use a third-party payment processor who securely capture and process one-off debit/credit card transactions. Our monthly payment plans also use recurring card payment.

Our website may use Hotjar for analysis. Hotjar, developed by Hotjar Ltd, records mouse clicks, mouse movements, page scrolling and pages visited. The information collected does not include any sensitive or personal data. Any information collected is strictly for internal use. Any requests to be excluded from future recordings must be made in writing to webmaster@hfe.co.uk and this is on a per IP address, not a per user/device basis.

How is your information used?

We may use your personal information in the following ways:

Process payments you have made

Collect payments from you

Notify you of important changes to our services and policies

Send you information about products and services you may be interested in

Carry out contractual obligations

Enable access to specific website services (for example the Learner Management System, Health and Fitness Appraisal - HFA)

Improve the products and services we provide, and to deliver a better website experience

The periods in which we retain personal information are reviewed on a regular basis.

There are certain types of information (for example invoicing and payments) that we are required to hold to fulfil our statutory obligations. Personal information is held securely on our systems for as long as it is necessary for the relevant activities.

Your data may also be shared with selected partners if you choose to use any of our secondary services, like CV Connect, or any offers, discounts or free products or services provided by our partners. You will always be informed in advance of any data transfer and in most cases, you will in fact initiate the introduction yourself (e.g. you will send your CV to a potential employer via our platform, you will redeem a discount code or voucher).

Who has access to your information?

Under no circumstances do we sell any of your personal information to third parties. Your information is never shared with third parties for marketing purposes without your explicit prior consent.

Aside from our internal staff, your information may be disclosed to third-party product and service providers working on our behalf, for example, to process payments or delivering email newsletters. These service providers, subcontractors and other associated organisations only have access to the information necessary to deliver the service we have hired them to provide. Data processing agreements are in place to ensure all of our third-party providers and suppliers do their utmost to keep your information safe and secure, and do not use it for their own direct marketing purposes.

When using our secure checkout process to book a course or exam, your payment details are processed by a third-party provider who specialise in securely capturing and processing this type of information. This information is encrypted and is not stored by us on any of our systems or networks.

If you have any specific questions about the payment process, please don't hesitate to contact us.

How do we keep your data secure?

We take reasonable measures to prevent the loss, theft, misuse or alteration of your personal information. These methods include regular backups of data, encryption of data and secure password protection policies on any and all systems handling your personal information. Whenever we transfer your data between systems or for the purpose of a backup, we always use secure file transfer protocols (SFTP).

In cases where you have been provided with a password and login details, for example, to access our Learner Management System, you are solely responsible for keeping this password confidential. We greatly encourage you not to share this information with anyone else, including our own staff.

How can I access and update my information?

In order to provide you with the best possible levels of service, it's important your information is kept accurate and up to date. If any of the information we hold about you changes at any time, please email us on info@hfe.co.uk as soon as possible so it can be updated.

You have the right to access a copy of the information we hold about you for free. Any requests must be made in writing and we will respond within one month. Complex or numerous requests may take longer than one month to respond to and may incur a charge for this information to be provided to you. Please note that certain types of information, such as anonymised data (covered below) cannot be provided.

What are cookies and how do you use them?

Cookies are small pieces of information sent from our website and stored in your web browser while you are using our website. These cookies are used in a variety of ways, including for analytics purposes and saving your login information. We monitor how people use our website, which pages they visit and how long they spend on these pages. This information is then used to improve the features and functionalities of our website, ensuring a continually improved experience for everyone. The browsing information collected by our analytics cookies is anonymous so we do not collect any personal information.

It is possible to delete cookies and disable them from being stored in your browser. This can be done in your browser's settings/preferences; however, this may result in reduced functionality while using our website.

Occasionally, we may link to other websites we feel may be of use and interest to you. Please note that this policy only covers our website and once you have clicked on a link we have no control of your experience. We do not accept any responsibility for the privacy and cookie practices of third party websites. We encourage you to use caution when clicking on an external link.

Transferring your information outside of the European Union

The personal information you provide to us may be transferred to countries outside of the European Union (EU). When this occurs, we take all the necessary steps to ensure that your information is safe and secure. Please be aware that countries outside of the EU may not have the same data protection and privacy laws as us, and by agreeing to submit your personal information you are agreeing to any such transfer.

If you are based outside of the EU and wish to use our services, for example enrolling onto a course or signing up to a newsletter, your personal information may be transferred outside of the EU.

Research data

We do occasionally introduce products and services on our website for the purpose of research and data collection. These can include, but are not limited to, questionnaires, quizzes, mock exams, calculators and other web-based applications designed to provide users with a free online resource.

The main purpose of conducting this research is to enable us to produce better and more useful products or resources in the future, or so that we can publish our findings of our research to industry or academia, as appropriate.

Therefore, data collected from these web-based applications may be used to form part of a wider research project, the findings of which may be presented in an industry publication, at a conference or in a separate report.

Raw data collected for research purposes:

- is always collected and stored in an anonymised format - none of our data would identify a participant
- never requires participants to supply contact details to access the product/service
- is encrypted and stored securely in accordance with HFE's strict data security procedures
- is only accessed and used by those HFE employees who need access to it to perform their duties

Published data will typically only include data samples that have been statistically analysed (e.g. mean, standard deviation, ranges etc) and will not include raw data.

Many of the rights (e.g. to be informed, have access, rectification, erasure, restriction, portability etc) of research participants under the General Data Protection Regulation (GDPR) and/or Data Protection Act (2018) do not apply to data being used for research purposes. Additionally, due to the redacted and anonymised way in which our data is collected, it is not possible to identify which data belongs to which individual. Therefore, we are very often unable to fulfil requests for access to such data. However, we will always try to support, guide and re-assure participants making such requests.

Data is periodically deleted/erased and it is never stored for any longer than the period in which it is used.

If you do wish to know more about how our research data is used, please contact us at info@hfe.co.uk and a member of the team will connect you with the appropriate member of the HFE team.

Policy Review

This policy is subject to regular review and was last updated on April 2021.