



Privacy Policy

Introduction

This Privacy Policy outlines the practices of Employment Education Training Group (“we”, “our” or “the Company”) regarding the collection and handling of information from users who access our website at www.eetgroup.co.uk (“Site”), or otherwise share personal information with us (collectively referred to as “Users”).

Grounds for Data Collection

The processing of your personal information (i.e., any information that can identify you or be reasonably linked to you) is necessary for:

- fulfilling our contractual obligations to provide services to you
- protecting our legitimate interests
- complying with applicable legal and financial regulations.

By using the Site, you consent to the collection, storage, use, and disclosure of your personal information as described in this Privacy Policy. We encourage Users to read this policy carefully to make informed decisions.

What Information We Collect

We collect two types of data:

1. **Non-Personal Information:** This is data that does not identify a user, such as aggregated usage data, technical details transmitted by your device (e.g., browser type, operating system, language preferences, etc.), and information about your interactions with the Site (e.g., pages viewed, clicks, and other activity). This data helps us enhance the Site's functionality and user experience.
2. **Personal Information:** This is identifiable data that can be used to identify you directly or indirectly. It includes:
 - **Device Information:** Geolocation, IP address, MAC address, UUID, and activity on the Site.
 - **Registration Information:** When registering on the Site, you may provide details like your full name, email address, physical address, and other relevant information.

How We Receive Information About You

We may receive your personal information through the following channels:

- When you voluntarily provide details to register on the Site
- When you use the Site to access our services
- From third-party providers, services, or public registers (e.g., traffic analytics vendors).

How We Use Your Information

We do not sell or rent your information to third parties, except as described in this policy. We use your information for:

- **Communication:** Sending notices, providing technical information, and responding to customer service inquiries.
- **Advertising:** Displaying personalised advertisements.
- **Marketing:** Promoting our products and services.
- **Analytics:** Conducting statistical and analytical tasks to improve the Site.

Additionally, we may share your personal information with our subsidiaries, affiliates, subcontractors, and trusted third-party providers to help us with the following:

- Hosting and operating the Site
- Providing personalised content and services
- Serving advertisements and conducting marketing analysis
- Performing research and technical diagnostics

We may also disclose personal information if required to:

- Comply with legal obligations or governmental requests
- Enforce policies or investigate illegal activities
- Protect the rights and safety of users or the company

User Rights

You have the following rights regarding your personal information:

1. Request confirmation of whether we are processing your data, and access the information we hold.
2. Receive a copy of the information you've provided in a structured, machine-readable format.
3. Request rectification or correction of inaccurate or incomplete information.
4. Request the deletion of your personal information.
5. Object to the processing of your information.
6. Request restriction on the processing of your personal data.
7. File a complaint with a supervisory authority.

These rights may be limited in certain circumstances due to our legitimate interests or legal obligations. For more details, contact us at hello@eetgroup.co.uk.

Retention of Data

We will retain your personal data as long as necessary to fulfil our services, comply with legal obligations, and resolve disputes. Once no longer needed, we will delete or anonymise your data. Retention periods vary based on the type and purpose of data collection.

Cookies

We and our partners use cookies to enhance your experience on our Site. A "cookie" is a small file stored on your device when you visit a website. Cookies help in various functions like:

- Navigating efficiently between pages
- Remembering your preferences
- Personalising advertisements
- Gathering statistical data

We use three types of cookies:

- **Session Cookies:** Temporary cookies used for the duration of your browsing session.
- **Persistent Cookies:** Stored for a set period on your device, used for remembering your preferences for future visits.
- **Third-Party Cookies:** Set by external services, like analytics providers.

You can manage your cookie preferences through your device settings. However, disabling cookies may impact your experience on the Site.

We also use Google Analytics to collect information about your Site usage, such as pages visited and frequency of visits. This data helps us improve the Site, but it is not linked to personally identifiable information.

Third-Party Collection of Information

This Privacy Policy covers only the data we collect. Other sites or services you interact with may have different privacy policies. We encourage you to review the privacy policies of any third-party sites or services.

How We Safeguard Your Information

We take reasonable measures to secure your data, employing industry-standard procedures to protect against unauthorised access, alteration, or misuse. However, we cannot guarantee complete security, and we are not responsible for breaches caused by third parties accessing our Site.

Transfer of Data Outside the EEA

Some data recipients may be located outside the European Economic Area (EEA). In such cases, we will ensure that your data is transferred only to countries with adequate data protection standards, or through agreements that ensure data protection.

Advertisements

We may use third-party advertising technologies to display personalised ads based on your interactions with the Site. You can opt-out of many third-party ad networks through the Network Advertising Initiative (NAI) or the Digital Advertising Alliance (DAA). Visit their websites for more details and opt-out options.

Marketing

We may use your personal information to send you promotional materials about our services. If you no longer wish to receive such communications, you can opt-out by unsubscribing. Even if you unsubscribe, we may still send important administrative emails.

Corporate Transactions

In the event of a corporate transaction (e.g., sale or merger), we may transfer your information to the new entity. The new entity will be bound by this Privacy Policy.

Minors

Our Site is not intended for children. We do not knowingly collect personal information from minors. If a parent or guardian becomes aware that their child has provided us with personal information, they should contact us immediately.

Updates to This Privacy Policy

We may update this Privacy Policy from time to time. Any significant changes will take effect as soon as they are posted on the Site. By continuing to use the Site, you consent to any updated terms.

How to Contact Us

For any questions or concerns about this Privacy Policy or how we handle your data, please contact us at:

Email: hello@eetgroup.co.uk