

Privacy Policy

INTRODUCTION

Get Hired Expert is a career education and employability brand, providing online courses, tools and resources to help people find work. Get Hired Expert is operated by Step Ahead Social Enterprise Community Interest Company ('the Company', 'we', 'us', 'our') under licence from Jackie Bedford, who owns the intellectual property in the Get Hired Expert brand, course content and related materials. In operating Get Hired Expert the Company processes personal data and acts as a data controller.

You may give us your personal details directly, for example when you register for a course, complete a form on our website, sign up to a webinar, message us via WhatsApp, or use one of our free tools such as the CV Analyser, Job Decoder or LinkedIn Content Coach. We may also collect information about how you use our website and from the third party platforms we use to deliver our services. The Company must have a legal basis for processing your personal data, and we will only use your personal data in accordance with the terms of this notice.

COLLECTION AND USE OF PERSONAL DATA

a. Purpose of processing and legal basis

We will collect your personal data and will process it for the purposes of providing you with our courses, tools, communications and related services. The legal bases we rely upon are:

- Your consent
- Where processing is necessary for the performance of a contract with you, or to take steps at your request before entering into a contract, for example enrolling you on a course
- To comply with a legal obligation that we have, for example keeping financial records
- To fulfil a contractual obligation that we have with you
- Where we have a legitimate interest, as set out below

b. Legitimate interest

Where the Company has relied on a legitimate interest to process your personal data, our legitimate interest(s) are as follows:

- Providing you with access to our courses, tools and resources, and improving these over time
- Contacting you with information about courses, tools or services similar to those you have used or shown an interest in
- Managing our records and keeping them up to date
- Contacting you to seek your consent where we need it
- IT security
- Prevention of fraud and disclosing information about possible criminal acts or security threats to the authorities

c. Recipients of data

The Company works with the following third parties to deliver our services. Such third parties will have access to your personal information only so far as is necessary to provide their services to us:

- Go High Level (GHL), our customer relationship management and course hosting platform, used to manage your enrolment and access to course content, and to send you emails and other communications
- Stripe, our payment processor, used to handle course payments securely
- Zoom, used to host live webinars and training sessions
- Clio, used to manage WhatsApp messages and automated conversations
- OpenAI (ChatGPT), which powers our custom-built AI tools including the CV Analyser, Job Decoder and LinkedIn Content Coach. See 'Our AI Tools' below for more detail on how this works
- Our professional advisers, including accountants and legal advisers
- Government, law enforcement agencies and other regulators, where we are required to share information by law
- Any other organisation you ask us to share your data with

d. Statutory/contractual requirement

In order to enrol you on a course, register you for a webinar, or provide you with one of our tools, we need to collect certain personal data from you, such as your name and email address. You are not obliged to provide this data, but if you do not, we may not be able to provide you with these services.

OUR AI TOOLS

Our AI tools are provided through OpenAI's ChatGPT platform. When you use tools such as the CV Analyser, Job Decoder or LinkedIn Content Coach, the information you enter is processed by OpenAI to generate a response.

We do not automatically receive, view or store the content you submit into these tools. However, OpenAI may retain your chats, uploaded files and related content in accordance with its own privacy policy, data controls and your ChatGPT account settings.

If you use a personal ChatGPT account, your conversations may be used by OpenAI to improve its models unless you have opted out in your OpenAI data settings. If you use ChatGPT Business, Enterprise or Edu, OpenAI states that data is not used for model training by default.

Please avoid submitting unnecessary sensitive personal information. You are responsible for deciding what information you choose to enter into the AI tools.

To use these tools, you will need your own ChatGPT account. Your use of ChatGPT is also subject to OpenAI's own terms and privacy policy.

OVERSEAS TRANSFERS

Some of the third parties we use, including Go High Level, Stripe, Zoom, Clio and OpenAI, may store or process personal data outside the United Kingdom and the European Economic Area ('EEA'), including in the United States. Where this is the case, we take steps to ensure appropriate safeguards are in place to protect your information, in line with UK data protection law. The EEA comprises the EU member states plus Norway, Iceland and Liechtenstein.

DATA RETENTION

The Company will retain your personal data only for as long as is necessary. Different requirements apply to different types of data:

We use GoHighLevel to manage course access, learner records, communications and course progress. This may include your name, email address, course access status, login activity, course progress and completion information.

We keep your course access and progress data for as long as needed to provide the course, support your access, deal with queries, manage payments, evidence completion and meet legal, tax, accounting or dispute-resolution requirements.

We do not keep course records indefinitely as a matter of routine. When the information is no longer needed, we will delete it or anonymise it, unless we need to retain certain information for legal, accounting or legitimate business reasons.

If your course access ends, we may retain limited records of your purchase, course access and completion history for our records and to deal with any later queries or complaints.

- Payment and financial records are retained for as long as required by HMRC, currently six years from the end of the relevant tax year
- Where the Company has obtained your consent to process your personal data, for example for marketing communications, we will continue to do so until you withdraw that consent

Upon expiry of any agreed retention period, the Company will seek further consent from you where relevant. Where consent is not granted, the Company will cease to process your personal data.

YOUR RIGHTS

Please be aware that you have the following data protection rights:

- The right to be informed about the personal data the Company processes about you
- The right of access to the personal data the Company processes about you
- The right to rectification of your personal data
- The right to erasure of your personal data in certain circumstances
- The right to restrict processing of your personal data
- The right to data portability in certain circumstances
- The right to object to the processing of your personal data that was based on a public or legitimate interest
- The right not to be subjected to automated decision making and profiling
- The right to withdraw consent at any time

Where you have consented to the Company processing your personal data, you have the right to withdraw that consent at any time by contacting us using the details below.

There may be circumstances where the Company will still need to process your data for legal or official reasons. We will inform you if this is the case, and where it is, we will restrict the data to only what is necessary for the purpose of meeting those specific reasons.

If you believe that any of your data that the Company processes is incorrect or incomplete, please contact us using the details below and we will take reasonable steps to check its accuracy and correct it where necessary. You can also use these details to contact us if you want to restrict the type or amount of data we process for you, access your personal data, or exercise any of the other rights listed above.

COMPLAINTS OR QUERIES

If you wish to complain about this privacy notice or any of the procedures set out in it, please contact us via email at jackie@jackiebedford.com.

You also have the right to raise concerns with the Information Commissioner's Office (on 0303 123 1113 or at <https://ico.org.uk/make-a-complaint/>), or any other relevant supervisory authority, if you believe that your data protection rights have not been adhered to.