

Higher Group (the “Company”) is committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, and protect your personal information when you interact with our website, services, and communications.

1. About Us

This Privacy Policy is issued by Higher Group Limited (“we,” “us,” or “our”). We are a company registered in the UK under company number 12663135. Our registered office address is Studio 18, Hilton Street, Manchester, England, M1 1FR.

If you have any questions about this Privacy Policy or your personal data, please contact us via email at info@highergroup.co.uk.

2. What Data We Collect

We may collect and process the following types of personal data:

- **Contact Information:** Name, email address, phone number, and company name (as provided through our contact forms).
- **Job Applications:** Resumes or CVs submitted via file upload on our website.
- **Technical Data:** Information collected through cookies and tracking technologies, including IP address, browser type, operating system, and browsing activity on our website.
- **SMS Data:** Phone number, opt-in consent, and text message interaction data (such as delivery and response status).

3. How We Use Your Data

We use your personal data for the following purposes:

- To respond to your enquiries or contact form submissions.
To process and evaluate job applications.
- To track website performance and visitor behaviour using Google Analytics 4 (GA4) and other tracking codes (e.g., Meta, LinkedIn, and Google Ads).
- To improve our website, services, and marketing campaigns.
- To comply with legal and regulatory obligations.
- To send SMS notifications related to your job opportunities, interview scheduling, confirmations, and other essential updates. (See section 13 for more information on SMS notifications)

4. Legal Basis for Processing

We process your data based on the following lawful grounds under the UK GDPR:

- **Consent:** Where you have provided explicit consent for us to process your data (e.g., submitting a contact form or job application, or opting into SMS notifications).

- **Legitimate Interests:** For purposes such as improving our services and understanding website usage.
- **Legal Obligations:** Where processing is necessary for compliance with legal requirements.

5. How We Share Your Data

We will not sell, rent, or trade your personal data. However, we may share your information with trusted third parties, including:

- Analytics and tracking service providers (e.g., Google, Meta, LinkedIn) for performance monitoring and targeted advertising.
- IT and hosting service providers that support our website.
- Regulatory authorities or law enforcement, where required by law.

All third parties are required to respect the security of your personal data and comply with applicable data protection laws.

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent, this information will not be shared with any third parties.

6. Cookie Policy

This Cookie Policy explains how Higher Group uses cookies and similar technologies to enhance your experience and track website activity. By continuing to use our website, you agree to the use of cookies as outlined below.

What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help websites recognise your device, improve functionality, and provide analytical insights.

Types of Cookies We Use:

Necessary Cookies

These cookies are essential for the website to function properly and cannot be disabled. They enable core features like security, navigation, and accessibility.

Analytics Cookies

We use tools like Google Analytics 4 to understand how visitors interact with our website. These cookies collect data such as page views, session durations, and referral sources to improve website performance.

Advertising Cookies

Advertising cookies track your browsing behaviour across our website and others.

These cookies are used to deliver targeted ads on platforms like Meta, LinkedIn, and Google Ads.

Functionality Cookies

These cookies enhance website usability, such as remembering preferences or login details.

Managing Cookies

You can control or disable cookies through your browser settings. However, please note that disabling some cookies may impact your website experience.

Here's how you can manage cookies on popular browsers:

Google Chrome: [Manage cookies](#)

Mozilla Firefox: [Manage cookies](#)

Safari: [Manage cookies](#)

Microsoft Edge: [Manage cookies](#)

Third-Party Cookies

Our website uses third-party cookies from services such as Google, Meta, and LinkedIn for analytics and advertising purposes. These cookies are governed by the respective third parties' privacy policies.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, laws, or our services. Any updates will be posted on this page.

7. Data Security

We implement appropriate technical and organisational measures to safeguard your personal data against unauthorised access, disclosure, alteration, or destruction. These measures include secure servers and encryption.

8. Data Retention

We will retain your personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy. This includes complying with legal, accounting, or reporting obligations.

For job applications, data will be retained for up to 12 months unless you request deletion sooner.

9. Your Rights

Under the UK GDPR, you have the following rights:

Access: Request a copy of your personal data.

Correction: Rectify any inaccuracies in your data.

Erase: Request deletion of your data where applicable.

Restriction: Limit how we process your data.

Portability: Request transfer of your data to another organisation.

Objection: Object to data processing for legitimate interests or marketing purposes.

To exercise any of these rights, please contact us using the details provided above. We may need to verify your identity before processing your request.

10. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of these websites. Please review their privacy policies before providing any personal data.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and significant updates will be communicated to you where required.

12. Complaints

If you have concerns about how we handle your personal data, you can contact us directly or file a complaint with the UK Information Commissioner's Office (ICO):

Website: <https://ico.org.uk/>

Phone: 0303 123 1113

13. SMS Notifications and Mobile Communication

Our SMS notifications are designed to:

- Remind you of your job opportunities
- Remind you of any job applications you have made
- Inform you of interview scheduling and interview confirmations
- Inform you of any other essential updates regarding your employment

Opt-In and Consent

By providing your phone number and opting into our SMS notifications, you confirm that you are the owner or authorized user of the phone number provided.

You consent to receive recurring automated text messages (SMS, MMS) from us regarding your job opportunities and other important updates and notifications.

Consent is not required to make a purchase from us. Message frequency may vary, but you can generally expect to receive 1-5 messages per week.

Opt-Out Instructions

Your consent to receive automated texts is entirely voluntary and you may opt out at any time:

- To stop receiving messages, reply 'STOP' to any SMS message you have received from us
- You may also email us at info@highergroup.co.uk

After your opt out request has been received, you will receive a final confirmation message and no further messages will be sent to your number unless you re-enroll.

Message and Data Rates

Standard message and data rates may apply for any messages sent to you and from you to us. Please consult your mobile service provider for details regarding your text plan or data rates.