Privacy Policy

Jackie Bedford and Get Hired Expert

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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.

This Privacy Policy applies to www.gethiredexpert.com and www.jackiebedford.com, including their subdomains, course pages and checkout pages.

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 download one of our free resources. We may also collect information about how you use our website (see Cookies and Website Analytics below) 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 policy.

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, for example for marketing emails and non-essential cookies

- 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 or sending you a free resource you have asked for
- To comply with a legal obligation that we have, for example keeping financial records
- 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 customers who have bought from us with information about similar courses, tools or services, with a simple way to opt out in every message. We only send marketing to anyone else if they have agreed to receive it.
- Managing our records and keeping them up to date
- IT security and protecting our website from attacks
- 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, website 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

- Google (Google Analytics) and Microsoft (Microsoft Clarity), used to understand how our website is used, only where you have accepted analytics cookies
- Cloudflare, used to protect our website from bots and attacks
- OpenAI (ChatGPT), which powers our custom-built AI tools while they remain available. See “AI Tools and Prompts” below
- 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 send you a free resource, 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.

e. Feedback, surveys and testimonials

If you complete a course survey, quiz or feedback form, we use your answers to track your progress, improve our courses and, where relevant, meet accreditation requirements. We will only use your name, photo, video, testimonial or results in our marketing if you have given us separate permission, and you can withdraw that permission at any time for future use.

AI Tools and Prompts

We provide AI support in two ways:

- **AI prompts:** written instructions that you copy and paste into an AI tool of your choice, such as ChatGPT, Claude or Gemini.
- **AI tools:** our custom-built tools, such as the CV Analyser, Job Decoder and LinkedIn Content Coach, which run on OpenAI’s ChatGPT platform. We are replacing these tools with prompts, as OpenAI is retiring custom GPTs.

When you use one of our prompts or tools, you do so in your own AI account, and the information you enter is processed by that AI provider to generate a response. We do not receive, view or store the content you submit or the answers you

receive. However, the AI provider may retain your chats, uploaded files and related content in accordance with its own privacy policy, data controls and your account settings.

Depending on your AI provider and account settings, your conversations may be used to improve the provider's AI models unless you opt out. Check the data settings in your AI account if this matters to you.

Please avoid submitting unnecessary personal or sensitive information, such as your home address, date of birth or other people's details. You are responsible for deciding what information you choose to enter into an AI tool. Your use of any AI tool is subject to that provider's own terms and privacy policy.

Cookies and Website Analytics

Our websites use cookies. Strictly necessary cookies keep the site secure and allow payments to work. With your consent, we also use analytics cookies from Google Analytics and Microsoft Clarity to understand how our websites are used, including session recordings and heatmaps, and Microsoft may set related advertising cookies. You can accept or reject non-essential cookies using our cookie banner and change your choice at any time. Full details are in our **Cookie Policy.**

Overseas Transfers

Some of the third parties we use, including Go High Level, Stripe, Zoom, Clio, Google, Microsoft, Cloudflare 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 Go High Level 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
- If you download a free resource but do not agree to marketing, we keep your contact details only for as long as needed to send the resource and deal with any related queries.

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, including the right to opt out of marketing at any time
- 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, or by using the unsubscribe link in any marketing email.

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.

Contact Us

Step Ahead Social Enterprise CIC, trading as Get Hired Expert

Company number: 06668975

Registered office: Heatherlands, Felcot Road, Furnace Wood, East Grinstead RH19 2PX

Email: info@jackiebedford.com

Complaints or Queries

If you wish to complain about this privacy policy or any of the procedures set out in it, please contact us at info@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.

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