

## Privacy Policy

The HH Partnership (“we”, “us”, “our”) is committed to protecting your privacy. This policy explains how we collect, use, and safeguard your personal information when you visit [www.thehhpartnership.com](http://www.thehhpartnership.com) or use our services.

### Who we are

The HH Partnership is an executive coaching firm. Its founding co-partners are Gordon Hogarth and Andrew Hughes. We are registered as a Limited Liability Partnership in the UK. We are contactable on [enquiries@thehhpartnership.com](mailto:enquiries@thehhpartnership.com)

### What data we collect

We may collect the following personal data:

**Information you provide directly:** your name, email address, phone number, and any message content when you email or call us.

**Information collected automatically:** your IP address, browser type, device information, pages visited, and time spent on our site. This data is collected through Google Analytics and Google Ads conversion tracking.

### How we use your data

We use your personal data to respond to enquiries and book coaching sessions, provide and improve our coaching services, send relevant communications (only with your consent), analyse website usage to improve your experience, and measure the effectiveness of our advertising through Google Ads conversion tracking.

### Legal basis for processing

Under UK GDPR, we process your data based on consent (when you submit a form or agree to cookies), legitimate interest (to respond to enquiries and improve our services), and contractual necessity (to deliver coaching services you have purchased).

### Cookies

We use cookies to operate our website effectively. For full details, see our [Cookie Policy](#).

### Third-party services

We use Google Analytics to understand how visitors use our site, Google Ads to measure advertising performance, and Google Fonts for typography. These services may collect data as described in their respective privacy policies. We do not sell your personal data to any third party.

## **Data retention**

We retain your personal data only for as long as necessary to fulfil the purposes described above and meet our business operating requirements.

## **Your rights**

Under UK GDPR, you have the right to access the personal data we hold about you, request correction of inaccurate data, request deletion of your data, object to or restrict processing, request data portability, and withdraw consent at any time. To exercise any of these rights, contact us at [enquiries@thehhpartnership.com](mailto:enquiries@thehhpartnership.com)

## **Changes to this policy**

We may update this privacy policy from time to time. The latest version will always be available on this page with the date of the last update.