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Who We Are and What This Notice Covers

NQual Ltd ("NQual", "we", "us" or "our") is an Ofqual-regulated Awarding Organisation (Recognition No. RN6041) and an apprenticeship assessment organisation (EPAO No. EPAO711). For the personal information described in this notice, NQual is the data controller.

This notice explains how we collect, use, store, share and protect personal information when you:

- visit nqual.co.uk;
- online forms across our website such as, but not limited to contact us, book a meeting or make an enquiry, including an enquiry about qualifications, apprenticeship assessment, approved Centre status or international Centre approval;
- subscribe to news and updates or receive marketing communications;
- register for or attend a webinar or event;
- complete a website form or download a resource; or
- interact with NQual through LinkedIn, Facebook or Instagram.

This notice does not cover learner, apprentice or candidate assessment records, or staff records. Those activities is covered by separate learner and staff privacy information and NQual's internal data protection policies.

Information We Collect and Where it Comes From

We mainly collect business contact information directly from you. We do not ask you to provide special category information, such as health or ethnicity information, through our general website, marketing or event activities.

Type of information	Examples	Source
Contact and identity information	Name, job title, organisation, email address, telephone number and country.	You, through website forms, email, telephone, meeting bookings and event registration.
Enquiry and application information	The subject of your enquiry, Centre approval information and correspondence.	You and, where relevant, your organisation.

Marketing preferences and engagement	Subscriptions, unsubscribes, delivery status, email opens and link clicks.	You, Brevo and HubSpot.
Event information	Webinars or events you register for or attend, attendance information and questions you submit.	You and Microsoft Teams registration records.
Website usage information	Pages visited, device and browser information, approximate location, referring source, IP address and cookie identifiers.	Cookies, pixels and similar technologies where the required consent has been provided.
Social media interaction	Comments, messages, reactions, follows and public professional profile details.	LinkedIn, Facebook and Instagram.
Publicly available business information	Names, roles and work contact details of people at training providers, colleges and other relevant organisations.	Public registers, organisation websites, LinkedIn and event delegate information where it is lawfully supplied to NQual.
Survey and feedback information	Ratings, comments, service feedback and, for learner surveys, the apprenticeship standard completed. Learner names are not published with feedback.	Learners, apprentices, training providers, Centres and other service users through survey links sent by email or made available on our website.

If we obtain your details from a public or third-party source, we will provide appropriate privacy information when we first contact you or within the period required by data protection law. You can ask us to stop direct marketing at any time.

How We Use Your Information and Our Lawful Basis

Data protection law requires us to have a valid reason, known as a lawful basis, whenever we use personal information. The principal lawful bases that apply to our activities are set out below.

What We Do	Lawful Basis
Respond to enquiries, arrange meetings and consider Centre approval applications.	Taking steps at your request before entering a contract; legitimate interests in operating and developing our services.
Provide services to approved Centres and customers.	Contract; legal obligation where regulatory requirements apply.

Run webinars and events, send joining information and conduct relevant follow-up.	Legitimate interests in providing sector information and developing our services.
Send newsletters to subscribers.	Consent.
Send relevant business-to-business marketing to corporate contacts.	Legitimate interests, subject to UK GDPR and PECR requirements.
Maintain records of people who have unsubscribed or objected.	Legitimate interests and legal obligation.
Operate and secure the website and use essential cookies.	Legitimate interests.
Use analytics, advertising cookies and tracking pixels.	Consent.
Maintain customer and prospect records in our CRM.	Legitimate interests.
Meet legal, regulatory and accounting requirements, and establish or defend legal claims.	Legal obligation; legitimate interests.
Invite learners, apprentices and training providers to complete service surveys; analyse responses; improve our services; and use anonymised or appropriately authorised feedback in communications.	Legitimate interests in quality assurance, service improvement and communicating customer experience; consent where identifiable feedback, an individual or an organisation is named publicly.

Where we rely on legitimate interests, we consider NQual's interests alongside your rights and reasonable expectations. You have an absolute right to object to direct marketing.

Direct Marketing and Customer Communications

Our marketing may cover qualifications, apprenticeship assessment, new or revised standards, webinars, events, regulatory updates, Centre resources and relevant NQual services.

Brevo is used to manage and deliver marketing emails.

HubSpot is used as our customer relationship management platform. HubSpot is connected to Microsoft Outlook, which means individual customer or prospect emails may also be sent through HubSpot using an integrated Outlook account.

For individuals, sole traders and certain partnerships, we only send electronic marketing where an applicable PECR condition is met, such as consent or the soft opt-in.

For people working at companies and other corporate organisations, we may send relevant business-to-business messages to a work address using legitimate interests.

Every marketing email identifies NQual and provides a simple unsubscribe route. You can also object by emailing *marketing@nqual.co.uk*.

We retain limited suppression information after an opt-out so that we can respect the request and avoid contacting you again.

We do not sell personal information or provide it to other organisations for their own independent marketing.

Webinars, Events and Social Media

Webinars and Events

We run webinars through Microsoft Teams. Registration information may include your name, email address and organisation. We use this information to administer the event, send joining details and reminders, record attendance, respond to questions, carry out relevant follow-up and maintain our customer relationship records.

We will not share registrant details with a guest presenter or partner organisation unless we explain this at registration or another lawful basis applies. If an online session is recorded, attendees will be informed. Attendees can choose not to activate a camera or microphone.

Social Media

NQual uses LinkedIn, Facebook and Instagram. When you follow, react, comment or send a message, the relevant platform's privacy information also applies. We can see public profile information and content you choose to share with us, and the platforms may provide aggregated or anonymised page statistics.

We may view public LinkedIn profiles of people working in education and training and send relevant connection requests or business messages. You can ask us not to contact you in this way.

Surveys and Feedback

NQual invites learners, apprentices, training providers, approved Centres and other service users to provide feedback about their experience of our services. Survey links may be made available on our website or sent by email.

Training providers may be invited to complete a service survey periodically. Learners completing apprenticeship assessment may be invited to complete a survey after all assessment components have been completed and their results have been published.

We use survey responses to:

- measure satisfaction and understand service users' experiences;
- identify opportunities to improve our services, communications and support;
- support quality assurance and continuous improvement;
- produce aggregated satisfaction information; and
- develop website, social media and marketing content using feedback in an appropriate form.

Learner Survey Feedback

Learner survey feedback is treated as confidential. When learner feedback is used on our website, social media or in marketing materials, we do not publish the learner's name. Feedback may be accompanied by the apprenticeship standard completed where this does not identify the learner.

Training Provider Feedback

Training provider feedback may be analysed internally to improve our services. Where we wish to publish feedback that identifies an individual or names a training provider or other organisation, we will obtain appropriate permission before publication. Feedback may otherwise be used in an anonymised or aggregated form.

Providing survey feedback is voluntary. Choosing not to complete a survey will not affect the service you receive from NQual. Some learners and apprentices who receive surveys may be under 18. We use clear, age appropriate wording and apply the same confidentiality protections to all respondents.

Cookies and Similar Technologies

Our website uses cookies, pixels and similar technologies. Essential cookies support the operation and security of the website and record visitors' cookie preferences. Analytics and advertising technologies managed through the Wix consent settings, including the HubSpot tracking code, are activated only where the relevant consent has been provided.

Visitors can accept, decline or adjust non-essential cookie choices through the website banner and cookie settings.

Cookies may be either **session cookies** or **persistent cookies**. Session cookies expire when the browser session ends. Persistent cookies remain on a visitor's device until their stated expiry date, unless they are removed earlier through the visitor's browser settings. The ICO describes persistent cookies as cookies stored between browser sessions and confirms that the period between a cookie being set and expiring is determined by the website operator. [ico.org.uk]

The following durations were determined by reviewing the cookies set through the NQual website. Durations are stated from the point at which the cookie is set or refreshed and may change if a provider updates its technology or configuration.

Provider	Category	Purpose	Examples	Duration	Consent?
Wix	Essential	Supports website security, sessions and website functionality.	hs, XSRF-TOKEN, client-session-bind, server-session-bind	Session	No
Wix	Essential	Supports website sessions and performance.	bSession, ssr-caching	Approximately 30 minutes	No
Wix	Essential	Supports website functionality and recognises a returning website session.	svSession	Up to 13 months	No
Wix	Essential	Records a visitor's cookie choices.	consent-policy	12 months	No
Google Analytics 4	Analytics	Provides information about how visitors use the website.	_ga, _ga_[ID]	Up to 13 months	Yes
Google Ads	Advertising	Measures advertising activity and campaign results.	_gcl_au	Up to 90 days	Yes

HubSpot	Analytics and marketing	Recognises returning visitors and may associate website activity with an enquiry or CRM contact.	__hstc, hubspotutk	Up to 6 months	Yes
HubSpot	Analytics and marketing	Records website activity within an individual visit.	__hssc	Approximately 30 minutes	Yes
HubSpot	Analytics and marketing	Identifies whether a new browser session has started.	__hssrc	Session	Yes
Brevo	Marketing and contact tracking	May associate website activity with a marketing contact.	sib_cuid	Up to 6 months	Yes
Meta Pixel	Advertising	Measures advertising results and supports retargeting on Facebook and Instagram.	_fbp	Up to 90 days	Yes
Ahrefs Web Analytics	Analytics	Provides website traffic statistics without placing an analytics cookie.	Cookieless	Not applicable	No

NQual periodically reviews the cookies and similar technologies operating on its website, including their purpose, category and lifespan. This policy will be updated where material changes are identified.

Visitors can review or change their non-essential cookie choices through the cookie settings control provided on the website. Cookies can also be blocked or removed using browser controls, although blocking essential cookies may affect how parts of the website operate.

Marketing emails may contain small images and tracked links that provide delivery, open and click information. We use this information to maintain accurate contact lists and understand which communications are useful. Where consent is required for these technologies, they will be used on that basis.

Photos, Video and Testimonials

We use identifiable photos, video and testimonials in marketing, on the website or on social media only where we have an appropriate lawful basis. Where we rely on consent, we explain the use and record the individual's agreement. Consent can be withdrawn by emailing *marketing@nqual.co.uk*. We will stop new use and remove material from channels within our control where reasonably possible, but we may be unable to recall material that has already been printed, distributed or independently shared.

Who We Share Information With

We use service providers that process personal information for NQual under appropriate contractual and confidentiality arrangements.

Provider	Service
Wix	Website hosting, website functionality and forms.
HubSpot	CRM, forms, customer communications and consent-controlled website analytics.
Brevo	Email marketing, related reporting and website contact tracking where configured.
Microsoft 365, including Teams and Outlook	Email, webinars, meetings and file storage.
Google	Website analytics and advertising.
LinkedIn and Meta	Social media, advertising and audience measurement.
Ahrefs	Website analytics.
ACE360	Assessment and Centre management activities where relevant. Learner and assessment processing are explained separately in learner privacy information.

We may also share information with professional advisers, regulators, law enforcement bodies and government organisations where required by law or NQual's regulatory responsibilities. We do not sell personal information.

NQual does not currently upload customer or prospect contact lists to LinkedIn or Meta to create matched or custom advertising audiences. If this practice is introduced, we will assess the lawful basis and transparency requirements and update this notice before using personal information in that way.

International Transfers

Some service providers may store or access personal information outside the United Kingdom, including in the European Economic Area and the United States. Where a restricted transfer takes place, we use an applicable safeguard, such as UK adequacy regulations, the UK Extension to the EU-US Data Privacy Framework, or approved contractual transfer terms including the International Data Transfer Agreement or UK Addendum, as appropriate.

NQual works with organisations in the UK and internationally. Where business contact information is provided through an international Centre approval enquiry, partnership discussion or service relationship, we use it in accordance with this notice.

How Long We Keep Information

We keep personal information only for as long as it is needed for the relevant purpose and for legal, regulatory, contractual or operational requirements. The retention periods NQual apply are set out below.

Information	Retention Period
Enquiries that do not lead to business	2 years after the last contact.
Marketing contacts	Until you unsubscribe or object; inactive contacts reviewed every 2 years.
Suppression list	Retained indefinitely to prevent further marketing contact.
Webinar and event registrations	2 years after the event.
Centre and customer records	In line with the Record Retention Policy; period of 6 years after the relationship ends.
Google Analytics data	24 months.
Photos, video and testimonials	Until consent is withdrawn, with a review every 3 years.
Cookies	According to the confirmed duration for each cookie or technology.
Survey responses and feedback	A minimum of 6 years to meet legal and regulatory requirements.

Automated Processing and AI-Assisted Tools

We do not make decisions about website visitors, marketing contacts or event attendees based solely on automated processing where the decision would have legal or similarly significant effects. Marketing systems may group contacts by interests or engagement so that communications are more relevant; this does not produce legal or similarly significant effects.

NQual may use AI-assisted tools to support administrative work, content development, communications, analysis and website improvement. These tools are used with human oversight. This notice does not cover learner assessment decisions or learner records, which is addressed in separate learner privacy information.

Your Data Protection Rights

Depending on the circumstances, you may have the right to:

- ask for access to the personal information we hold about you;
- ask us to correct inaccurate or incomplete information;

- ask us to delete information;
- ask us to restrict how information is used;
- object to processing, including an absolute right to object to direct marketing;
- receive certain information in a portable format; and
- withdraw consent at any time where processing is based on consent.

To exercise a right, email *quality@nqual.co.uk*. We may need to confirm your identity before responding. We normally respond within one month, although data protection law permits extensions in limited circumstances.

How We Protect Your Information

We use appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. These measures include secure systems, access controls, staff training, password management, device security and regular review of information security practices.

NQual holds Cyber Essentials certification and undertakes periodic assessments and reviews to help ensure that cyber security controls remain effective and up to date.

Contact and Complaints

For questions about this notice or NQual's use of personal information, contact:

Contact item	Details
Organisation	NQual Ltd
Registered office	Unit 14 Quay Business Centre, Harvard Court, Warrington, WA2 8LT
Email	admin@nqual.co.uk or quality@nqual.co.uk
Telephone	01925-964-903
Company number	11092565
ICO registration number	ZA818864

If you are unhappy with the way we have used your information, please contact NQual first so that we can investigate. We will acknowledge you complaint within 30 days and keep you informed of progress. You can also complain to the Information Commissioner's Office through ico.org.uk or by telephone on 0303 123 1113.

This policy will be reviewed annually as a minimum.