



Hppn Ltd Privacy Policy

Version: 1.0

Effective Date: 1st April, 2026

Next Review Date: 1st April, 2027

Owner: Hppn Limited, 14 High Street, Saffron Walden, Essex CB10 1AY

1. Who We Are

Hppn Limited ("Hppn", "we", "us", "our") is a technology consultancy registered in England and Wales. We are the data controller for personal data collected through this website and in connection with our services.

We are registered with the Information Commissioner's Office (ICO) under registration number ZB266036.

If you have any questions about how we handle your personal data, contact us at accounts@hppn.co.uk.

2. What Data We Collect and Why

2.1 Contact Form Submissions

When you complete a contact form on our website, we collect your name, company, email address, and the content of your message, along with any other details you choose to provide.

We use this information to respond to your enquiry. Our lawful basis is **legitimate interests** - you have contacted us with a question or request, and we have a legitimate interest in responding to it.

2.2 Demo Requests

Where you book a demonstration by creating a calendar invitation, we collect your name, email address, and any details included in the invitation. We use this to arrange and conduct the demonstration.



Our lawful basis is **legitimate interests** - you have requested a meeting and we have a legitimate interest in facilitating it.

2.3 CRM Records

We use HubSpot as our customer relationship management (CRM) platform. When you contact us or engage with our services, your details are stored in HubSpot. This includes contact information, records of our communications, and engagement history.

We retain CRM records for as long as we have an active or prospective business relationship with you, and for a reasonable period thereafter for legitimate business purposes.

Our lawful basis is **legitimate interests** - maintaining accurate records of business relationships is a legitimate operational need.

2.4 Marketing Communications

We may contact you by email with information about our services, insights, or updates where we believe you have a reasonable expectation of hearing from us based on your prior engagement with Hppn.

Our lawful basis is **legitimate interests**. You can opt out of marketing communications at any time by clicking the unsubscribe link in any email we send or by contacting us at accounts@hppn.co.uk. We will action opt-out requests promptly.

2.5 Website Usage Data

Our website is hosted and operated using HubSpot. When you visit our site, HubSpot automatically collects certain technical information including your IP address, browser type, device type, pages visited, and time spent on the site.

Our lawful basis for this processing is **legitimate interests** - understanding how our website is used helps us maintain and improve it.

3. Cookies

Our website uses cookies. A cookie is a small text file placed on your device when you visit a website. The cookies placed by our site are described below.

Strictly Necessary Cookies

These cookies are required for the website to function and cannot be switched off.



Cookie	Purpose	Duration
__hssrc	Determines whether the visitor has restarted their browser session	Session

Analytics and Tracking Cookies

These cookies collect information about how visitors use our site and are used to identify individual visitors across sessions. Where a visitor subsequently submits a contact form, HubSpot links the visitor's browsing history to their contact record in our CRM.

Cookie	Purpose	Duration
hubspotutk	Identifies returning visitors and links website visits to CRM contact records	12 months
__hstc	Tracks visitor sessions and engagement history across visits	6 months
__hssc	Tracks the current browsing session	30 minutes

These cookies are set by HubSpot. You can opt out of these cookies by adjusting your browser settings to block or delete cookies, though this may affect your experience on the site.

We do not use advertising, retargeting, or social media tracking cookies.

4. Third Parties We Share Data With

We do not sell your personal data. We share data only with the following third parties where necessary to operate our business:

HubSpot, Inc.

HubSpot provides our website hosting, CRM, contact forms, and marketing email platform. HubSpot is based in the United States and is certified under the UK-US Data Bridge, which provides an appropriate legal mechanism for international data transfers. HubSpot's privacy policy is available at [hubspot.com/privacy-policy](https://www.hubspot.com/privacy-policy).

Calendar and Scheduling Providers

Where you book a demonstration using a calendar invitation, your data will be processed by the relevant calendar platform (for example, Google Calendar or Microsoft Outlook) in accordance with that provider's own privacy terms.



We do not share your personal data with any other third parties except where required by law.

5. How Long We Keep Your Data

We retain personal data for as long as is necessary for the purpose for which it was collected, subject to the following:

- Enquiry and contact form data: retained in our CRM for the duration of our relationship and for up to three years thereafter
 - Marketing preferences and opt-out records: retained indefinitely to ensure we respect your preferences
 - Website usage data: retained in accordance with HubSpot's data retention settings, typically up to 13 months
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6. Your Rights

Under UK GDPR you have the following rights in relation to your personal data:

- **Right of access:** you can request a copy of the personal data we hold about you
- **Right to rectification:** you can ask us to correct inaccurate or incomplete data
- **Right to erasure:** you can ask us to delete your data in certain circumstances
- **Right to restrict processing:** you can ask us to limit how we use your data
- **Right to object:** you can object to processing based on legitimate interests, including for direct marketing
- **Right to data portability:** you can request your data in a structured, machine-readable format
- **Right to withdraw consent:** where processing is based on consent, you can withdraw it at any time

To exercise any of these rights, contact us at accounts@hppn.co.uk. We will respond within one calendar month.

7. Complaints

If you are unhappy with how we have handled your personal data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):



Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Telephone: 0303 123 1113

Website: ico.org.uk

We would always prefer the opportunity to resolve any concern directly before you escalate to the ICO, so please contact us first at accounts@hppn.co.uk.

8. Changes to This Policy

We review this policy at least annually and update it when our practices change. Material changes will be reflected in the version date above. We encourage you to review this policy periodically.

Hppn Limited is registered in England and Wales. Registered office: 14 High Street, Saffron Walden, Essex CB10 1AY.