



VISITORS TO OUR WEBSITE

You do not have to give us any personal data to make use of our website (hfw.com). But you may decide to give us information about yourself when you contact us via our website.

What personal data might we collect about you when you contact us via our website?

- Identity: first name, last name, job title and the organisation for which you work. If you are contacting us to exercise your data protection rights, you may provide us with your identification documents.
- Contact: email addresses and telephone numbers.
- Technical and usage: Browser type and version, time zone setting and location (limited to your city), browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website, and information about how you use our website.
- Marketing and communications: preferences on receiving marketing from us and communication preferences.
- Interests and engagement with the firm: information on our past interactions with you, your interests, preferences and any feedback that you provide directly to us.
- Service history includes details about services (and products) you have requested and/or purchased from us.
- Any other data you give us: It is possible that you may indirectly or directly communicate 'special category' personal data to us such as information about your health, political opinions, religious or philosophical beliefs or criminal records. For example, if you sign up to attend one of our events you may give us information about your dietary requirements, or details of special assistance you may need.

How do we collect information about you?

We collect data from and about you in a number of ways, including:

- Direct interactions with you. You may indirectly give us special category information, in addition to information about your Identity, Contact, Marketing and Communications, and Interests and Engagement Data when you fill in the Website contact forms. This includes personal data you provide when you:
 - Register to receive our publications, such as bulletins and event invitations.
 - Contact us about our services.
 - Register to attend events, conferences or training sessions.
 - Give us some feedback.
- Automated technologies or interactions. As you interact with our website, we may automatically collect Technical and Usage Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We also receive Technical and Usage Data when you receive emails sent from our client relationship management database, such as whether you have received, opened and clicked on links within such emails. Please see Cookies and Tracking Technologies for more information.
- Third parties or publicly available sources. We may receive Technical Data about you from analytics providers such as Google Analytics.

Marketing

We may use your Identity, Contact, Technical and usage, Marketing and communications, Interests and engagement and Service history to send you information or event invitations that we think you may want or need, or if we think there is information which may be of interest to you.

You may also receive marketing communications from us if you have requested information from us, previously instructed us, if you know one of our partners or staff, or if we have obtained your contact details from a third party provider, and, in each case, if you have not opted out of receiving that marketing.

You can opt out of receiving marketing communications from us any time by emailing us at privacy@hfw.com with your preferences or by using the 'unsubscribe' links which will be contained in the emails we send to you.

Third-party marketing: joint events

From time to time, we run events with organisations that we know. The event invitations will always make it clear who these event partners are before you accept or reject an invitation.

We may share your name, job title and the organisation for which you work with such event partners in order to coordinate the guest list and facilitate event administration. We may also receive names, job titles, organisations and email addresses from such third parties in order to be able to send invitations for such joint events and facilitate event administration.

If you accept an invitation to one of our events we may send you invitations for future events, contact you about relevant services we offer, and/or send you bulletins and updates about issues which we think you might find relevant and interesting.

If you agree, we will also share your Contact data with our event partner so that the event partner can communicate with you after the event with information on how it can help you further. The name of the event partner(s) will be clear on the event invitation before you accept it. Our lawful basis for sharing your email address is that this is necessary for our legitimate interest to work with partners to promote our business and to provide you with added value services.

Opting out

You can ask us to stop sending you marketing messages at any time by contacting us at privacy@hfw.com or by using the 'unsubscribe' links in the emails which we send you. Where you opt out of receiving these marketing messages, this will not affect our communications with you in the course of providing our services.

Last updated: **October 2025**