

PUBLIC:
External
Privacy
Notice

M O V I N G A H E A D



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External Privacy Notice

Moving Ahead Limited

Last Reviewed: 24th April 2025

Who we are and what we do

We are Moving Ahead (“Moving Ahead Limited”, “Women Ahead Limited”, “us”, “we”, “our”). We have limited companies registered in England and Wales under registration numbers 09276768 (Moving Ahead) and 09054784 (Women Ahead), with our registered offices at R+ Building, 2 Blagrove Street, Reading, England, RG1 1AZ.

We are registered with the UK supervisory authority, Information Commissioner’s Office (“ICO”), in relation to our processing of Personal Data under registration number ZA304329.

At Moving Ahead our mission is to create inclusive workplaces where individuals and organisations can be the best they can be.

Our aim is to help improve diversity and inclusion in the workplace. We provide mentoring programmes, consultancy services and research services, we run and participate in workshops, and we provide speakers for events and other forums.

Unless we notify you otherwise, we are the controller of the Personal Data we process about you. This means that we decide what Personal Data to collect and how to process it.

Purpose of this privacy notice

The purpose of this privacy notice is to explain what Personal Data we collect about you and how we process it. This privacy notice also explains your rights, so please read it carefully. If you have any questions, you can contact us using the information provided below under the ‘How to contact us’ section.

Who this privacy notice applies to

This privacy notice applies to you if:

- ▶ You visit our website
- ▶ You enquire about our services
- ▶ You use our digital learning platform
- ▶ You sign up to receive newsletters and/or other promotional communications from us
- ▶ You are a mentee (you receive mentoring)
- ▶ You are a mentor (You provide mentoring managed by us)
- ▶ You participate (or are asked to participate) in one of our workshops or other events or programmes
- ▶ You organise an event in which we participate
- ▶ You are a client of ours, or you work for a client
- ▶ You are a supplier of ours, or you work for a supplier

Please note that we have a separate privacy notice for job applicants which is available to view [here](#).

What Personal Data is

'Personal Data' means any information from which someone can be identified either directly or indirectly. For example, you can be identified by your name or an online identifier.

'Special Category Personal Data' is more sensitive Personal Data and includes information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purposes of uniquely identifying someone, data concerning physical or mental health or data concerning someone's sex life or sexual orientation.

Personal Data we collect

The type of Personal Data we collect about you will depend on our relationship with you. For the type of Personal Data we collect see the table below in the section entitled 'Purposes for which we use personal data and the legal bases'.

How we collect your Personal Data

We collect most of the Personal Data directly from you in person, by telephone, text, webform, email and/or via our website.

However, we may also collect your Personal Data from third parties such as:

- ▶ sub-contractors in technical, payment and delivery services;
- ▶ analytics providers; and
- ▶ search information providers.

Purposes for which we use personal data and the legal bases

We will only use your Personal Data when the law allows. Most commonly, we will use your Personal Data in the following circumstances:

When information is collected	What information we may ask for	How and why we use your information
When you contact us either via the website, email or by phone.	Contact details: your name (first & last name), email address, phone number, message.	We ask for this information in order to respond to you query and communicate with you about the services we provide. We rely on Article 6 (1)(f) (legitimate interest) as the lawful basis for collecting and using

When information is collected	What information we may ask for	How and why we use your information
		your personal information to respond to your correspondence.
When you sign up to receive marketing materials, newsletters and/or receive requests for feedback.	Contact details: your name (first & last name), work address, email address and telephone number, personal contact details (email address and phone number), events to which you are invited or which you attend, use of websites (e.g. tracking data from use of our website).	<p>We may process your individual contact details in order to send you direct marketing material in order to advertise, market or promote our services (either to you or the person that you work for, as appropriate).</p> <p>For future marketing purposes we rely upon Article 6 (1)(a) (consent) to inform you about events, training resources, and other services provided by Moving Ahead.</p> <p>When requesting feedback about the service and/or products you have received, we shall rely on Article 6 (1)(f) legitimate interest as the lawful basis, as this processing will fall under market research. We shall use these reviews to improve our products and services, and to enhance the user experience.</p>
If you are a mentee (you receive mentoring managed by us).	Contact details: your name (first & last name), address, phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or the person that you work for).	<p>The purpose of the processing is to provide you with mentoring, and to manage and administer the relevant mentoring programme(s) and ensure that you benefit from them as expected. We will use your personal information to match you with an appropriate mentor and to manage and administer the mentoring while it is taking place.</p> <p>We shall process your personal data with your consent, Article 6 (1)(a) (consent) or may</p>

When information is collected	What information we may ask for	How and why we use your information
	<p>Information necessary to facilitate the mentoring, such as your: job title, organisation, business unit, photo, years of experience (general or specific), gender, location preference (for the mentoring), Specialism, specialism preference (for the mentor), gender preference (for the mentor), skills, motivation to take part in the programme, objectives for the programme.</p> <p>Background information relating to you, such as your achievements and things you are proud of, your hobbies and interests; your core values and behaviour.</p> <p>Special categories of information, such as your ethnic group or sexual orientation.</p>	<p>otherwise process your data where it is necessary for the performance of a contract between us, Article 6 (1)(b) (contract).</p> <p>Where you have provided special category data, we shall process this data with your explicit consent, Article 9 (2)(a) (explicit consent).</p> <p>We rely on Article 6 (1)(f) (legitimate interest) as the lawful basis for collecting and using your personal information to identify areas for managing current mentee relationships.</p> <p>We also rely on legitimate interest as the lawful basis when using your personal information to develop new services and manage Moving Ahead affairs.</p>

When information is collected	What information we may ask for	How and why we use your information
<p>If you are a mentor (You provide mentoring managed by us).</p>	<p>Contact details: your name (first & last name), address, phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or the person that you work for).</p> <p>Information necessary to facilitate the mentoring, such as your: job title, organisation, photo, years of experience (general or specific), gender, specialism, skills.</p> <p>Background information relating to you, such as your achievements and things you are proud of, your hobbies and interests, your core values and behaviour.</p> <p>Special categories of information, such as your ethnic group or sexual orientation.</p>	<p>The purpose of the processing is to enable you to participate in a mentoring programme, and to manage and administer the mentoring and ensure that the individuals you mentor benefit from it as expected.</p> <p>We shall process your personal data with your consent, Article 6 (1)(a) (consent) or may otherwise process your data where it is necessary for the performance of a contract between us (Article 6 (1)(b) contract).</p> <p>Where you have provided special category data, we shall process this data with your explicit consent, Article 9 (2)(a) (explicit consent).</p> <p>We rely on Article 6 (1)(f) (legitimate interest) as the lawful basis for collecting and using your personal information to identify areas for managing current mentor relationships.</p> <p>We also rely on legitimate interest as the lawful basis when using your personal information to develop new services and manage Moving Ahead affairs.</p>

When information is collected	What information we may ask for	How and why we use your information
<p>If you participate (or are invited to participate) in a workshop or other event organised by us.</p>	<p>Contact details: your name (first & last name), address, phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or the person that you work for).</p> <p>Other personal details relevant to your involvement in the event.</p> <p>Details relevant to hospitality being organised or provided (e.g. dietary requirements).</p>	<p>Our purpose in processing your personal data is to enable you and any other relevant individuals to be invited to, and to participate in, the event and to facilitate your attendance (for example, dietary or special access requirements).</p> <p>Processing is necessary for the performance of a contract to which Moving Ahead provides the workshop or other organised event, Article 6 (1)(b) (contract).</p> <p>We may also rely on Article 6 (1)(f) (legitimate interest) as the lawful basis for processing your personal information where it is in our legitimate interest (for managing the event or workshop for example).</p>
<p>If you use our digital learning platform.</p>	<p>Contact details: your name (first & last name), phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or the person that you work for).</p>	<p>Our purpose in processing your personal data is to enable you to use our digital learning platform; to facilitate your access to relevant materials and your interaction with us and with others via the platform.</p> <p>We shall process your personal data with your consent, Article 6 (1)(a) (consent) or may otherwise process your data where it is necessary for the performance of a contract between us, Article 6 (1)(b) (contract).</p>

When information is collected	What information we may ask for	How and why we use your information
	Other personal details relevant to your particular use of the platform (such as personal details you upload to your profile on the platform).	We may also rely on Article 6 (1)(f) (legitimate interest) as the lawful basis for processing your personal information where it is in our legitimate interest (for managing and improving our platform for example).
If you organise a workshop or other event in which we participate	Contact details: your name (first & last name), address, phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or the person that you work for).	<p>Our purpose is to enable us to attend and participate in the event. We will use your personal information to organise and enable our attendance and participation in the workshop.</p> <p>Processing is necessary for the performance of a contract where Moving Ahead participates in the organised event or workshop, Article 6 (1)(b) (contract).</p> <p>We may also rely on Article 6 (1)(f) (legitimate interest, where the processing is necessary for us to facilitate our participation.</p>
If you are a client or you work for a client of ours	Contact details: your name (first & last name), address, phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or	The purpose of the processing is to enable us to provide, and to manage and administrate the provision of, the relevant services by us to you or the person that you work for, and to communicate with you in relation to the provision of services concerned.

When information is collected	What information we may ask for	How and why we use your information
	<p>the person that you work for).</p> <p>Bank account or other financial details (if you are an individual client).</p> <p>Personal description and photograph.</p> <p>Any other information relating to you that is included in any communications between us and you or anyone you work with in the course of provision of the services.</p>	<p>Processing is necessary for the performance of a contract when Moving Ahead has provided its products and/or services, Article 6 (1)(b) (contract).</p> <p>We may also rely on Article 6 (1)(f) (legitimate interest, where the processing is necessary for us to manage our business relationship.</p>
<p>If you are a supplier or you work for a supplier (or we are considering you or your employer as a supplier)</p>	<p>Contact details: your name (first & last name), address, phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or the person that you work for).</p> <p>Communications sent or received, Goods or services purchased and/or delivered, Other personal</p>	<p>We may process information relating to you to enable us, our clients or other suppliers of ours or our clients to manage and administer the provision of goods or services by you or the person that you work for and to communicate with you and our client in relation to that provision.</p> <p>The processing is necessary for the performance of a contract to which you are a party or to take steps at your request to enter into such a contract (if we are contracting with you as an individual), Article 6(1)(b) (contract).</p>

When information is collected	What information we may ask for	How and why we use your information
	<p>details relevant to your involvement in the services being provided (for example, your CV if you are talent who is contracting to provide services), Professional or other accreditation details, Passport details, Age verification details, Bank account or other financial details, Details relevant to hospitality being organised or provided (e.g. dietary requirements), Details relevant to travel or other facilities being organised or provided in order to assist you in providing the goods or services, Consent forms (where relevant to events or other activities in which the data subject is participating), Images of you, Records of public statements.</p>	<p>The processing may also be necessary for the purpose of legitimate interests pursued by us in carrying out our business, Article 6(1)(f) (legitimate interest).</p> <p>Where you have provided special category data, we shall process this data with your explicit consent, Article 9 (2)(a) (explicit consent).</p>
<p>When you browse or use our website</p>	<p>Tracking data from the use of our website.</p>	<p>We may collect information on your visits to our website and how you move around different sections of our website for analytics purposes to understand how people use our website so that we can make it more intuitive.</p>

When information is collected	What information we may ask for	How and why we use your information
		<p>We shall process your personal data (cookies) with your consent, Article 6 (1)(a) (consent).</p> <p>We may also rely on Article 6 (1)(f) (legitimate interest, where we allow analytics and search engine providers to help improve and optimise our website.</p>

Where Personal Data is processed because it is necessary for the performance of a contract to which you are a party, we will be unable to provide our services without the required information.

Cookies & social media links

We may use cookies to distinguish you from other website users and to improve your overall experience. When you use the website, certain information may be stored locally on your device using cookies or similar technologies such as objects stored in the device’s local storage. They help us to identify how our users use the website, and so that we can continue to develop and improve it.

Cookies do this by storing information about your preferences on your device, including the device model, manufacturer, screen resolution, device capabilities, service provider, country and city location data. We use certain cookies, which we have set out below:

- ▶ Cookies which are strictly necessary and enable the website to function correctly and deliver content. These cookies do not gather information about users that could be used for marketing or remembering sites that users have visited on the internet.
- ▶ Cookies which ensure performance & functionality and understand user preferences.

Our website may include social media links to enable you to share our content through your preferred social media site or by email direct from one of our web pages. These features may collect your IP address and the page you are visiting on our website and may set a cookie on your device.

When you use one of these buttons or links, you are sharing information to another website or service (such as Twitter) and this privacy notice will no longer apply. Please read the privacy notices provided by the particular social media website you are sharing through before posting any personal data using these links.

For further information about the cookies used, please refer to our cookie policy.

Sharing your Personal Data

We may also disclose your information to third parties in connection with other purposes set out in this privacy notice. These third parties may include:

- ▶ business partners, suppliers and sub-contractors who may process information on our behalf
- ▶ referral partners, legal partners, and other support services
- ▶ analytics and search engine providers
- ▶ IT service providers

This site may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our site, we encourage you to read the privacy policy of every website you visit.

Where we are under a legal or regulatory duty to do so, we may disclose your details to the police, regulatory bodies or legal advisors, and/or, where we consider necessary to protect the rights, property or safety of Moving Ahead, its personnel, users or others.

International Transfers

Your Personal Data may be processed outside of the UK. This is because the organisations we use to provide our services to you are based outside the UK.

However, we have taken appropriate steps to ensure that the Personal Data processed outside the UK has an essentially equivalent level of protection to that guaranteed in the UK. We do this by ensuring that:

- ▶ Your Personal Data is only processed in a country which the ICO has confirmed has an adequate level of protection (an adequacy regulation), or
- ▶ We have either entered into the EU Standard Contractual Clauses (with the UK IDT Addendum) or the UK International Data Transfer Agreement (“IDTA”) with the receiving organisation and

adopt supplementary measures, where necessary. (A copy of the UK IDTA can be found here [international-data-transfer-agreement.pdf \(ico.org.uk\)](#)).

How long we keep your data

We will retain your personal data for as long as is necessary to fulfil our original purpose and for a reasonable period thereafter to enable us to meet our contractual and legal obligations and to deal with complaints and claims.

At the end of the retention period, your personal data will be securely deleted or anonymised, for example by aggregation with other data, so that it can be used in a non-identifiable way for statistical analysis and business planning.

Security of your information

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information. We will store all the personal information you provide on secure (password and firewall protected) servers.

While we use SSL encryption to protect data in transit, transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

How we protect your data

We implement appropriate technical and organisational measures to protect data against unauthorised or unlawful processing and against accidental loss, destruction or damage.

In addition to the technical and organisational measures we have put in place, there are simple things you can do to in order to further protect your personal information, such as:

1. Never share One Time Passcodes (OTPs).
2. Never enter your details after clicking on a link in an email or text message.
3. Always send confidential information by encrypted email to reduce risk of interception.
4. If you're logged into any online service do not leave your computer unattended.
5. Close down your internet browser once you've logged off.
6. Never download software or let anyone log on to your computer or devices remotely, during or after a cold call.

7. You can easily identify secure websites by looking at the address in the top of your browser which will begin https:// rather than http://.

Your rights

You have certain rights in relation to the processing of your Personal Data, including the:

Rights	Description
Right to be informed	Individuals have the right to be informed about the collection and use of their personal data.
Right of access	Individuals have the right to receive a copy of their personal data, and other supplementary information.
Right to rectification	Individuals have the right to have inaccurate personal data rectified or completed if it is incomplete.
Right to erasure (the 'right to be forgotten')	Individuals have the right to request their personal information to be erased, in certain circumstances.
Right to restrict processing	Individuals have the right to request the restriction or suppression of their personal data, in certain circumstances, in particular: <ul style="list-style-type: none"> • if your data is not accurate; • if your data has been used unlawfully but you do not want us to delete it; • if your data is no longer needed, but you want us to keep it for use in legal claims; or • if you have already asked us to stop using your data but you are waiting to receive confirmation from us as to whether we can comply with your request.
Right to data portability	Individuals have the right to obtain and reuse their personal data, in a machine-readable format, for their own purposes across different services, in certain circumstances.
Right to object	Individuals have the right to object to the processing of their personal data, in certain circumstances.

Rights	Description
	<p>Where we are using your personal data because it is in our legitimate interests to do so, you can object to us using it this way.</p> <p>Where we are using your personal data for direct marketing, including profiling for direct marketing purposes, you have an absolute right to ask us to stop doing so.</p>
Rights with respect to automated decision-making and profiling	Individuals have the right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you.

How to exercise your rights

You will not usually need to pay a fee to exercise any of the above rights. However, we may charge a reasonable fee if your request is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

If you wish to exercise your rights, you may contact us using the details set out below within the section called 'How to contact us and our Data Protection Officer'. We may need to request specific information from you to confirm your identity before we can process your request. Once in receipt of this, we will process your request without undue delay and within one month. In some cases, such as with complex requests, it may take us longer than this and, if so, we will keep you updated.

Children's Privacy

We do not offer our services to children, and do not knowingly collect the Personal Data of children without parental consent (unless permitted by law). If you believe that a child has provided us with their Personal Data without parental consent, please contact us, and if appropriate, we will securely and permanently delete it in accordance with applicable law.

How to contact us and our Data Protection Officer

You can contact Moving Ahead in relation to data protection and this privacy notice by writing to us at: Moving Ahead, R+ Building, 2 Blagrove Street, Reading, RG1 1AZ.

Alternatively, you can email us at dpo@moving-ahead.org.

We have also appointed a Data protection Officer ("DPO"). Our DPO is Evalian Limited and can be contacted by using the above email or postal address.

Please send your communication clearly indicating 'FAO the 'Data Protection Officer', your message will be passed directly to Evalian Limited for attention.