



WEBINARS

HFW (the **Firm**) collects and processes personal data relating to webinars hosted by the Firm by itself or jointly with our third parties. The Firm is committed to being transparent about how we collect and use personal data and ensuring that we meet our data protection obligations.

Who are we?

The controller of your personal data when you register for a webinar is the relevant HFW group member hosting the webinar. Your personal data may be shared between HFW's group members for business development purposes.

For a list of our offices and separate HFW group members which may from time to time receive your personal data, please see Who We Are.

What information does the firm collect?

Types of data	Sources
Identity First name, last name, title, organisation name, e-mail, job position and professional specialism.	Direct from you or from third parties with whom we jointly host a webinar as well as webinar platforms.
Contact Email addresses.	Direct from you or from third parties with whom we jointly host a webinar.
Technical and usage Your login data if you use HFW's IT services, browser type and version, time zone setting and location (limited to your city), browser plug-in types and versions, operating system and platform, IP address and other technology on the devices you use to access our Website, receipt and clicks on emails we send from our automated email system, the time of your registration for the webinar, whether you attended the live webinar and/or viewed an archived recording, for how long you watched the webinar (live and/or archived), and whether you have any problems hearing the audio or seeing the slides.	Direct from you or from third parties with whom we jointly host a webinar as well as webinar platforms.
Service history	Direct from you or from third parties with whom we jointly host a webinar.

Details about services and products you have requested or we have provided to you or your organisation.	
<p>Marketing and communications</p> <p>Preferences on receiving marketing from us and communication preferences.</p>	Direct from you or from third parties with whom we jointly host a webinar.
<p>Interests and engagement with the firm</p> <p>Professional and personal interests, interaction and engagement with the firm e.g. feedback forms, poll responses, questions and responses and your attendance at events.</p>	Direct from you or from third parties with whom we jointly host a webinar as well as webinar platforms.
<p>Personal data captured in webinar recordings</p> <p>We may record our webinars in order that persons who are unable to attend at the time they take place are able to benefit from them. Where we record a webinar we will capture an audio recording of you if you choose to ask or answer a question during the webinar, or otherwise choose to interact with the webinar.</p> <p>For certain webinars, for example webinars with a small number of attendees where interaction between participants is encouraged, we may also capture a video recording of you, if you choose to turn your camera on.</p> <p>We will inform you if an audio recording of the webinar will be captured prior to the webinar.</p> <p>If your video may be recorded, we will additionally inform you of this fact prior to the webinar.</p>	Direct from you as well as webinar platforms.
<p>Other</p> <p>Information we receive in the context of hosting webinars not otherwise covered above.</p>	Direct from you or from third parties with whom we jointly host a webinar.

How do we use your personal data and on what lawful bases?

Purpose	Type of data	Lawful basis for processing	Who we share it with
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To administer access to and provide the relevant webinar.	(a) Identity. (b) Contact. (c) Technical and usage.	Necessary for our legitimate interests (for provision of the relevant webinar and related IT support). Also serves your legitimate interests in attending a webinar hosted by us.	Third parties with whom we jointly host a webinar.
Monitoring the duration of your attendance for business development purposes and to gauge interest in, and engagement and satisfaction with, the relevant webinar.	(a) Identity. (b) Contact. (c) Technical and usage. (d) Interests and engagement with the firm	Our legitimate interests to develop our business and develop client relationships.	Third parties with whom we jointly host a webinar.
To respond to your questions before, during and/or after the webinar.	(a) Identity. (b) Contact. (c) Service history. (d) Interests and engagement with the firm. (e) Other.	Our legitimate interests to develop our business and develop client relationships. Also serves your legitimate interests in receiving legal training and know-how.	Third parties with whom we jointly host a webinar and other audience members if you ask or answer a question during the webinar.
To collect your poll responses where this is required to develop an understanding of your and other audience member needs.	(a) Identity. (b) Contact. (c) Employment. (d) Interests and engagement with the firm (e) Other.	Our legitimate interests to develop our business and develop client relationships. Also serves your legitimate interests in receiving relevant legal training and know-how.	Third parties with whom we jointly host a webinar.
Feedback questionnaires and post-event communications to help determine areas for improvement or how/whether to provide more relevant events/communications.	(a) Identity. (b) Contact. (c) Interests and engagement with the firm. (d) Marketing and communications. (e) Other.	Our legitimate interests to develop our business and develop client relationships. Also serves your legitimate interests in receiving relevant legal training and know-how.	Third parties with whom we jointly host a webinar.

<p>To provide individuals who are unable to attend the webinar an opportunity to access a recorded version.</p>	<p>(a) Identity. (b) Other.</p>	<p>Our legitimate interests to develop our business and develop client relationships.</p> <p>Also serves your legitimate interests in receiving relevant legal training and know-how.</p>	<p>Third parties with whom we jointly host a webinar and other audience members if you choose to interact during a webinar, or, if a video recording of webinar is being captured, if you choose to turn your camera on.</p>
<p>To let other webinar audience members know that you are an audience member, if contemplated by the format of the webinar and a feature of the webinar platform and where you have not turned off the relevant functionality.</p>	<p>(a) Identity. (b) Contact. (c) Employment.</p>	<p>Your legitimate interests in receiving relevant legal training and know-how.</p>	<p>Other webinar audience members.</p>

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We may use your Identity, Contact, Employment, Service history, Marketing and communications and Interests and engagement to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which services, products (if applicable), and communications may be relevant to you.

You may receive marketing communications from us (usually legal update bulletins or event invitations) if you have requested information from us, previously instructed us, expressed an interest in a particular topic, or if you know one or more of our partners or staff and, in each case, if you have not opted out of receiving that marketing.

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.

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 relevant added value services. You can opt out of receiving marketing communications from our event partners

at any time by ticking the relevant box on the webinar registration form, responding to the event partner directly or by emailing us at hfwenquiries@hfw.com with your preferences when you accept our invitation.

Opting out

You can ask us to stop sending you marketing messages at any time by contacting us at hfwenquiries@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.

Engagement of third parties

Where the firm engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

If you have any questions about the processing of personal data at the firm, please contact the firm's Privacy Officer (privacy@hfw.com).

Last updated: August 2020