

Privacy Policy

Last updated: September 2026

1. WHO WE ARE

This Privacy Policy explains how **Adapts Business Group Ltd**, trading as **Help for Hosts** ("we", "us" or "our") collects, uses and protects personal information in connection with the Holiday Let Support Business Start-Up Course (the "Course"), our website and related services.

Adapts Business Group Ltd

Company number: 6581501

Registered office: Grosvenor House Business Centre, Chapel Street, Congleton, CW12 4AB, United Kingdom

We are the organisation responsible for the development and delivery of the Course and, where we receive and use customer personal information in connection with the Course, we act as a data controller.

You can contact us about privacy or your personal information using the contact details provided at the end of this Privacy Policy.

2. WHO THIS PRIVACY POLICY APPLIES TO

This Privacy Policy applies to individuals who:

- visit our website or Course pages;
- purchase the Course directly from us;
- purchase the Course through an authorised third-party course platform;
- make an enquiry about the Course;
- receive communications from us in connection with the Course; or
- otherwise provide personal information to us in connection with the Course.

If you purchase the Course through a third-party platform, that platform may also process your personal information in accordance with its own Privacy Policy and terms.

Where a third-party platform provides us with your personal information following a purchase, we will process that information as a separate data controller for the purposes described in this Privacy Policy.

3. WHAT PERSONAL INFORMATION WE COLLECT

Depending on how you interact with us, we may collect some or all of the following information.

Information You Provide to Us

This may include:

- your name;
- email address;
- telephone number, where provided;
- billing or business information where required;
- details of your Course purchase;

- correspondence and enquiries you send to us;
- information you provide when requesting customer support; and
- information you voluntarily provide in connection with the Course.

We do not normally require sensitive personal information in order to purchase or use the Course. Please do not provide sensitive personal information unless it is genuinely necessary for your enquiry.

Purchase and Order Information

When you purchase the Course, we may receive information necessary to identify and fulfil your order, such as:

- your name;
- email address;
- purchase date;
- Course purchased;
- order or transaction reference;
- payment status;
- price paid; and
- information relating to refunds, cancellations or customer support.

Where payment is processed by a third-party platform or payment provider, we do not normally receive or store your full payment card details.

4. INFORMATION RECEIVED THROUGH THIRD-PARTY PLATFORMS

If you purchase the Course through an authorised third-party platform, that platform may collect your personal information as part of its purchase, account and payment processes.

The platform may provide us with relevant customer information so that we can fulfil our obligations as Course Provider, provide access to the Course, communicate with you about your purchase and provide customer support.

The third-party platform remains responsible for its own processing of personal information on its website and in connection with its own services.

Our processing of personal information that the platform provides to us is covered by this Privacy Policy.

You should therefore read both this Privacy Policy and the relevant third-party platform's Privacy Policy when purchasing the Course through that platform.

5. WHO YOU ARE CONTRACTING WITH

When you purchase the Course, your contract for the provision of the Course is with:

Adapts Business Group Ltd, trading as Help for Hosts

An authorised third-party platform may provide the platform through which the Course is advertised, purchased and paid for, but this does not change the identity of the Course Provider.

Where the Course is purchased through a third-party platform, that platform's role in the transaction and processing of payment will be governed by the arrangements between the platform and the Course Provider.

6. HOW WE USE YOUR PERSONAL INFORMATION

We may use your personal information for the following purposes.

Providing the Course

We use your information to:

- process and administer your purchase;
- provide access to the Course and associated materials;
- provide digital downloads or other Course materials;
- communicate with you about your purchase;
- provide customer support;
- deal with technical or access issues;
- process refunds or cancellations where applicable; and
- administer our relationship with you as a customer.

Legal, Accounting and Business Administration

We may also use your information to:

- maintain appropriate business and financial records;
- comply with legal and regulatory obligations;
- deal with accounting, tax and audit requirements;
- establish, exercise or defend legal claims; and
- prevent or investigate fraud or misuse of our services.

Marketing Communications

If you have separately agreed to receive marketing communications from us, or where another lawful basis permits us to do so, we may use your name and email address to send you information about:

- the Course;
- related training or business support;
- relevant products or services;
- news and information that may be relevant to your business interests; and
- offers or updates from Help for Hosts or Adapts Business Group Ltd.

You can unsubscribe from marketing communications at any time by using the unsubscribe option included in our emails or by contacting us.

We will not make receiving marketing communications a condition of purchasing the Course.

7. OUR LAWFUL BASES FOR USING YOUR INFORMATION

We will only use your personal information where we have a lawful basis to do so under applicable data protection law. Depending on the circumstances, these may include:

Contract

We may process your information where it is necessary to enter into or perform our contract with you, including processing your purchase and providing the Course.

Legal Obligation

We may process your information where necessary to comply with legal obligations, such as accounting, tax, consumer protection or other legal requirements.

Legitimate Interests

We may process information where it is necessary for our legitimate business interests, provided those interests are not overridden by your rights and interests. This may include administering and improving our services, maintaining business records, dealing with enquiries, protecting our business and systems, and managing customer relationships.

Consent

Where consent is required, including for certain types of electronic marketing or non-essential cookies and tracking technologies, we will ask for your consent. Where processing is based on consent, you can withdraw your consent at any time.

8. PAYMENT INFORMATION

Payment for the Course may be processed by an authorised third-party platform or another payment provider.

Where a third-party payment provider processes your payment, that provider may collect and process your payment details in accordance with its own Privacy Policy and terms.

We do not normally receive or store complete payment card details.

We may receive information such as your name, order reference, purchase details, payment status and amount paid where this is necessary to administer your purchase.

9. COURSE ACCESS AND DIGITAL MATERIALS

We may use your personal information to provide access to the Course and associated digital materials. This may include using your email address to:

- provide access instructions;
- provide download or access links;
- confirm your purchase;
- respond to support requests; and
- communicate important information relating to the Course.

These communications are service-related and are not the same as optional marketing communications.

10. EMAIL COMMUNICATIONS

We may send you service emails relating to your purchase, including order confirmations, access information, customer support responses and important information about the Course.

We may also send marketing emails where we have an appropriate lawful basis to do so.

Where you receive marketing emails from us, you can unsubscribe at any time.

11. COOKIES AND SIMILAR TECHNOLOGIES

Our website and Course pages may use cookies and similar technologies.

Some cookies may be necessary for the website or purchase process to operate correctly. Other cookies, such as analytics, advertising or other tracking technologies, may only be used where appropriate consent or another lawful basis is required.

The cookies and technologies actually used on our website may change from time to time.

Where required, we will provide information about these cookies and obtain consent before using non-essential cookies.

If you purchase or access the Course through a third-party platform, that platform may also use cookies and similar technologies on its platform. Those cookies are controlled by the relevant third party and are subject to its own privacy and cookie information.

12. THIRD-PARTY SERVICE PROVIDERS

We may use trusted third-party suppliers and service providers to help us operate our business and provide the Course. These may include providers of:

- website hosting;
- Course or digital-content hosting;
- email and communication services;
- payment and transaction processing;
- authorised third-party course platform services;
- cloud storage and IT services;
- website analytics;
- accounting and financial services;
- technical support; and
- professional or legal services.

Where appropriate, we require third-party service providers to process personal information securely and only for appropriate purposes.

Some service providers may process personal information outside the UK. Where this occurs, we will take appropriate steps to ensure that the transfer and processing are carried out in accordance with applicable data protection law.

13. INFORMATION WE RECEIVE FROM OTHER ORGANISATIONS

Where you purchase the Course through an authorised third-party platform, we may receive your personal information from that platform rather than directly from you.

This may include information such as your name, email address, Course purchased, order information and other information necessary for us to provide the Course.

Where we receive personal information from another organisation, we will use it only for appropriate purposes and in accordance with applicable data protection law.

14. HOW LONG WE KEEP YOUR INFORMATION

We will only retain personal information for as long as reasonably necessary for the purposes for which it was collected. The length of time we keep information will depend on its purpose. For example:

- purchase and transaction information may be retained for as long as necessary to meet accounting, tax and legal requirements;
- customer correspondence may be retained for as long as reasonably necessary to deal with the enquiry and maintain appropriate business records;

- information relating to your Course purchase may be retained where necessary to establish or defend legal claims or demonstrate the history of a transaction; and
- marketing information will generally be retained until you unsubscribe, withdraw consent where applicable, or we otherwise determine that it is no longer appropriate to retain it.

When personal information is no longer required, we will securely delete it or otherwise dispose of it appropriately.

15. HOW WE PROTECT YOUR INFORMATION

We take reasonable and appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure.

16. YOUR DATA PROTECTION RIGHTS

Depending on the circumstances and the applicable legal requirements, you may have rights in relation to your personal information, including the right to:

- request access to personal information we hold about you;
- ask us to correct inaccurate or incomplete information;
- ask us to delete personal information in certain circumstances;
- ask us to restrict how we use your information in certain circumstances;
- object to certain types of processing, including direct marketing;
- request the transfer of certain information to you or another organisation where the right to data portability applies; and
- withdraw consent where we rely on consent as the lawful basis for processing.

You also have the right to object to direct marketing. If you no longer wish to receive marketing communications from us, you can unsubscribe using the link in the relevant email or contact us directly.

Some of these rights are subject to conditions and exceptions under data protection law.

17. HOW TO EXERCISE YOUR RIGHTS

If you wish to exercise any of your data protection rights or have a question about how we use your personal information, please contact us using the contact details published in this Privacy Policy.

We may need to verify your identity before responding to certain requests.

We will normally respond to a valid request within the time period required by applicable data protection law.

18. COMPLAINTS

If you have concerns about the way we have handled your personal information, we would encourage you to contact us first so that we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent regulator for data protection.

Further information about making a complaint is available from the ICO website.

19. CHILDREN'S INFORMATION

The Course is intended for adults and is not directed at children.

We do not knowingly collect personal information from children for the purposes of providing the Course.

20. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes to our business, the Course, our service providers, applicable law or how we process personal information.

The latest version will be published on our website with the date of the most recent update.

21. CONTACT

If you have any questions about this Privacy Policy, the way we use your personal information, or wish to exercise your data protection rights, please contact:

Adapts Business Group Ltd trading as Help for Hosts

Grosvenor House Business Centre

Chapel Street

Congleton

CW12 4AB

United Kingdom

Company number: 6581501

Email: hello@helpforhosts.co.uk

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