



The
Hoffman Agency

PRIVACY POLICY

Version : 1.0

Oct 2026

1. INTRODUCTION

The Hoffman Agency is committed to protecting and respecting your privacy. This policy (together with any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

The Hoffman Agency website (<https://www.hoffman.com/>) is owned and operated by The Hoffman Agency, Worldwide HQ, 746 The Alameda, Suite 20, San Jose, CA 95126.

2. INFORMATION WE MAY COLLECT FROM YOU

We may collect information from you online in the following ways:

- Through our use of Google Analytics cookies (please see the cookies section below);
- Through your request for publications and other marketing materials;
- Through your request for information about our services, insights and events;
- Through your registration for events;
- Through your contacting us with enquiries and comments;
- Through comments you leave on the website;
- Through your purchase.

If you take one of the steps mentioned above, we may collect and process personal information about you such as:

- Your name, address, email address and other contact information;
- Records of your correspondence with us, if you have contacted us;
- Details of your visit to the website;
- Any other information you choose to provide to us in your enquiries or comments.

3. COMMENTS AND MEDIA

When you leave a comment on the website, we collect the data shown in the comments form, as well as your IP address and browser user agent string, to help with spam detection. Comments may be checked by an automated spam detection service.

An anonymised string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. After approval of your comment, your profile picture is visible to the public in the context of your comment. If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

4. WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored at, our servers in the UK. It may also be processed by persons operating in the EEA who work for us or an organisation we have instructed. If we do send your personal data outside the EEA we will take steps to ensure that the recipient implements appropriate measures to protect your information.

5. USES MADE OF THE INFORMATION

We will process any of your personal data, in accordance with our obligations under applicable data protection laws and regulations, for the following reasons: to provide you with the services you have requested; to comply with applicable laws and regulations; for administrative purposes; to assess enquiries; and to provide you with information about us and our services, including news and updates about our work. If, at any time, you do not wish to receive further information about us and our services, contact us at HA-UK-Hello@hoffman.com.

6. DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply any agreements; or to protect the rights, property, or safety of The Hoffman Agency, or others. This includes exchanging information with other companies and organisations for the purposes of safeguarding or other statutory regulations we have to comply with.

If you request a password reset, your IP address will be included in the reset email.

7. EMBEDDED CONTENT FROM OTHER WEBSITES

Pages on the website may include embedded content (for example videos, images and articles). Embedded content from other websites behaves in exactly the same way as if you had visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

8. HOW LONG WE RETAIN YOUR DATA

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognise and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users who register on the website, we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

9. **YOUR RIGHTS**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at (DPO e-mail address).

If you have an account on the website, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

10. **IP ADDRESSES**

The Hoffman Agency may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

11. **COOKIES**

The Hoffman Agency website uses cookies to record visits to the website. This helps The Hoffman Agency to improve the website and provide you with a good experience when you browse the website. In particular:

- If you leave a comment, you may opt in to saving your name, email address and website in cookies, so you do not have to fill in your details again when you leave another comment. These cookies last for one year;
- If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser;
- When you log in, we will set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed;
- If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after one day.

Please see our Cookies Policy for more information.

12. **CHANGES TO THE HOFFMAN AGENCY PRIVACY POLICY**

This privacy policy was last updated in October 2026. The Hoffman Agency reserves the right to vary this privacy policy from time to time. Such variations become effective on posting on this website. Your subsequent use of this website or submission of personal information to The Hoffman Agency will be deemed to signify your acceptance to the variations.

13. **CONTACT**

Questions, comments and requests regarding this privacy policy should be addressed to HA-UK-Hello@hoffman.com.