

# Privacy Notice

Data privacy is highly important to us at The Business School (UK) Ltd. We are committed to protecting and respecting any personal information you share with us. This notice sets out what types of information we collect from you, how it is used by us, how we share it with others, how you can manage the information we hold and how you can contact us.

## 1. Who is the controller of your personal data?

The Business School (UK) Ltd is the controller of the personal data you submit to us and is responsible for your personal data under applicable data protection law. We are a private limited company with Company No: 08994838. Our contact details are:

Email: [training@thebusinessschool.uk.com](mailto:training@thebusinessschool.uk.com)

Address: The Business School (UK) Ltd, 2 Keswick Close, Birstall, Leicester LE4 4FS

Phone: +44 (0) 116 367 4858

## 2. What information do we collect?

### **Personal data you give to us**

We collect data you give to us. For example:

- Personal details (name, date of birth, email, address, telephone, education details etc.) when you sign up to a course or an apprenticeship
- Data known as sensitive personal data (ethnicity, additional learning needs)
- Financial information (payment information such as credit/debit card details)

### **Information created by your involvement with The Business School (UK) Ltd**

Your activities and involvement with The Business School (UK) Ltd create additional personal data, for example, information about your education progress and qualifications.

We may analyse your personal data to build a profile that helps us decide which of our communications you might be interested in.

### **Information from other organisations**

We sometimes receive personal data from other organisations, for example, where they have passed us information about people who are interested in our training courses or apprenticeships.

We may collect information from social media where you have given us permission to do so, or if you post on one of our social media pages.

We may also use other organisations to help us conduct research and analysis on personal data (and this can result in new personal data being created).

### **Sensitive personal data**

We may collect or store data known as sensitive personal data (such as information relating to additional learning needs or ethnicity). We will do this where we have been asked to do so by official Government agencies or Awarding Organisations or where the information is needed for the assessment of additional educational support needs.

### **Accidents or incidents**

If an accident or incident occurs during a face to face training session or involving one of our staff then we'll keep a record of this (which may include personal data).

## **3. How do we use personal information?**

We only ever use your personal data with your consent, or where it is necessary:

- To enter into, or perform, a contract with you
- To comply with a legal duty
- To protect your vital interests; this means, for example, keeping you safe from harm
- For our own (or a third party's) lawful interests, provided your rights are not affected

We will only use your information for the purpose or purposes it was collected for.

### **Administration**

We use personal data for administrative purposes. This includes:

- Receiving payment (e.g. payment card details)
- Maintaining databases of our learners and their educational progress
- Performing our obligations under apprenticeship or training contracts
- Helping us respect your choices and preferences (e.g. if you ask not to receive marketing material, we'll keep a record of this).

### **Marketing**

We use personal data to communicate with people and to promote The Business School (UK) Ltd. This includes keeping you up to date with our news and offerings.

We ask all our learners and potential learners to "opt-in" to receive information about our products and courses. This means you can choose whether you want to receive these messages.

You can choose to opt out of receiving marketing information or change how we contact you at any time. To do so, please email [training@thebusinessschool.uk.com](mailto:training@thebusinessschool.uk.com)

## **Research and Analysis**

We may carry out research and analysis on the data we hold to understand behaviour and responses and identify patterns and trends.

We evaluate, categorise and profile personal data to tailor services and communications we send out (including targeted advertising, providing you opt in to these) and to prevent unwanted material from being sent to you.

## **Disclosing and sharing data**

We will never sell your personal data. If you have opted in to marketing, we may contact you with information about further opportunities in education.

We may share personal data with other organisations who provide us with services. For example, we may use an IT supplier to process personal data on our behalf. However, these activities will be carried out under contracts which have strict requirements to keep your information confidential and secure.

We also share data with third parties where this is required for your chosen training. For example, if you are working towards a qualification accredited by an Awarding Body, we are required to share your personal data with the accrediting organisation for the purposes of registration and certification. If you sign up for an apprenticeship, we are obliged to share your personal data with the Education and Skills Funding Agency to obtain the relevant funding for your program.

## **4. How do we protect personal data?**

We use a variety of physical and technical methods to keep your data safe and to prevent unauthorised access or sharing of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to information using both physical and electronic means. Where data transfer to third parties is necessary, data security measures such as encrypted or password protected files are employed.

Our employees receive data protection training and we have a set of detailed data protection procedures that all personnel are required to follow when handling personal data.

## **Payment security**

All electronic forms that request financial data will use secure web technology to encrypt the data between your web browsers and our computers.

If you use a credit card we will pass your credit card details securely to our payment provider. The Business School (UK) Ltd complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council, and will never store card details.

## **5. Where do we store personal data?**

The Business School (UK) Ltd's operations are based in the UK and we store our data within the European Economic Area (EEA). However, in operating our virtual learning environment it may

become necessary to securely transfer data that we collect from you to locations outside of the EEA for processing and storing. By providing your personal data to us, you agree to this transfer, storing and processing.

## 6. How long do we keep information for?

We will only use and store information for as long as it is needed for the purposes it was collected for. How long we keep information depends on the information and what it's used for. For example, if you are taking one of our accredited qualifications, the Awarding Body requires us to keep any assessment records relating to your qualification for 5 years after you complete the course.

We continually review what information we hold and delete what is no longer required. We never store payment card information.

## 7. How do we ensure that you remain in control of your data?

We want to ensure you remain in control of your personal data and that you understand your legal rights, including:

- The right to ask and be told whether we have your personal data and, if we do, to obtain a copy of the personal data we hold (this is known as a subject access request)
- The right to have your data deleted (though this will not apply where it is necessary for us to continue to use the data to administer your training course or apprenticeship, or where we are obligated to keep records for a certain length of time by third parties such as Awarding Bodies).
- The right to have incorrect data amended
- The right to object to your data being used for marketing purposes or profiling

Please note that there are some exceptions to the rights above and, although we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights please write to or email us using the details given in section 1.

## 8. Complaints

You can complain to The Business School (UK) Ltd directly by contacting us using the contact details set out in section 1.

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at [www.ico.org.uk](http://www.ico.org.uk)

## 9. Cookies and links to other sites

### **Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie allows web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being visited. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. A cookie does not give us access to your computer or any personal information that identifies you individually.

You can choose to accept or decline cookies. Many web browsers automatically accept cookies, but you can modify your browser settings to decline cookies if you prefer. Please note that this may prevent you from taking full advantage of the website. For more information on how to do this please read the advice at [www.aboutcookies.org](http://www.aboutcookies.org)

### **Links to other websites**

Our website contains hyperlinks to many other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working by using the 'Contact us' link at the top of the web page).

If an external website requests personal information from you, the information you provide will not be covered by The Business School (UK) Ltd's privacy policy.

When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with The Business School (UK) Ltd.

## 10. Changes to this privacy policy

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be available on our website.