

# Balsham Education Privacy Policy

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## 1) Introduction

Balsham Education respects your privacy and is committed to protecting your personal data. This privacy policy explains how we collect, use, disclose, and protect your personal data when you interact with our services, including via our website, phone, or in-person. It outlines the measures we take to safeguard your data, your privacy rights, and how the law protects you. It also provides details on your data protection rights and how to exercise them.

## 2) Who We Are

Balsham Education is a provider of educational services to individuals and institutions. For the purposes of this policy, references to 'we', 'us', or 'our' refer to Balsham Education and any affiliated entities that process your personal data.

## 3) What Data We Collect

We collect and process personal data from you when you interact with us in the following ways:

- When you visit our website or use our services.
- When you contact us by phone, email, or through other means of communication.
- When you sign up for any of our services, including consultancy, tuition, and admissions support.

The types of personal data we may collect include:

- Identity Data: Name, title, date of birth, and gender.
- Contact Data: Billing address, delivery address, email address, and phone number.
- Financial Data: Payment card details and bank account information.
- Transaction Data: Details about payments to and from you, and details of services you have purchased from us.
- Marketing and Communications Data: Your preferences for receiving marketing from us, and your communication preferences.
- Technical Data: Internet protocol (IP) address, browser type and version, and other data about the technology you use to access our website.
- Profile Data: Your interests, feedback, and survey responses.

## 4) How We Use Your Data

We will only use your personal data when the law allows us to. Most commonly, we use your data in the following circumstances:

- Where it is necessary to fulfill a contract we have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party), and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.
- Where you have provided explicit consent to the processing of your personal data for specific purposes.

Some specific examples of how we use your data include:

- To process and deliver services to you, including managing payments and fees.
- To provide customer support and respond to inquiries.
- To improve and personalize our website and services.
- To send marketing communications that may be of interest to you, subject to your preferences.
- To comply with legal obligations, such as sharing data with regulatory bodies.

## 5) Legal Basis for Processing Your Data

We rely on the following legal grounds to process your personal data:

- **Contractual Obligations**: When we need to process your personal data to fulfill a contract with you.
- **Legitimate Interests**: Processing is necessary for our legitimate business interests, except where such interests are overridden by your data protection rights.
- **Legal Obligations**: We are required to process your personal data to comply with legal obligations, such as financial reporting or responding to government authorities.
- **Consent**: Where you have given us explicit consent to use your data for specific purposes, such as marketing or research.

## 6) Sharing Your Data

We will only share your personal data with third parties in the following circumstances:

- **Service Providers**: We may share your data with third-party service providers who assist us in delivering our services, such as payment processors, IT service providers, and cloud hosting providers.
- **Legal Compliance**: We may disclose your data to legal authorities when required by law or in response to valid legal requests.
- **Business Transfers**: If we sell or merge our business, we may share your data with the new owners to ensure continuity of service.
- **Affiliates**: We may share your data with affiliated entities for reporting, safeguarding, or quality control purposes.

## 7) International Data Transfers

We may transfer your personal data to countries outside of the UK or the European Economic Area (EEA), but we ensure appropriate safeguards are in place to protect your

data during these transfers. Where required by law, we will seek your explicit consent before transferring your personal data outside of these regions.

## 8) Data Security

We take the security of your personal data very seriously and implement appropriate technical and organizational measures to protect it from unauthorized access, alteration, disclosure, or destruction. This includes encryption, access control, and regular security audits. However, no system is completely secure, and we cannot guarantee the absolute security of your data.

## 9) Data Retention

We will retain your personal data only as long as necessary to fulfill the purposes for which it was collected, including legal, regulatory, accounting, or reporting requirements. We may retain your data for a longer period if necessary to establish, exercise, or defend legal claims.

## 10) Your Rights

Under data protection law, you have several rights regarding your personal data:

- **Access**: You can request a copy of your personal data that we hold.
- **Correction**: You have the right to request the correction of any inaccurate or incomplete data.
- **Erasure**: You can request the deletion of your personal data under certain circumstances.
- **Restriction**: You can ask us to suspend the processing of your data in specific situations.
- **Portability**: You can request to receive your data in a structured, commonly used, machine-readable format.
- **Objection**: You can object to the processing of your data where we are relying on legitimate interests.

## 11) Cookies and Tracking Technologies

Our website uses cookies to collect data about your browsing habits and to provide a personalized experience. Cookies help us understand which parts of our website are most popular and track usage patterns. You can adjust your browser settings to block cookies, though this may affect the website's functionality.

## 12) Changes to This Policy

We may update this privacy policy from time to time in response to changing legal, technical, or business developments. We will notify you of any significant changes by

updating the policy on our website and, where appropriate, informing you via other communication channels.

### **13) Contact Information**

If you have any questions or concerns about this privacy policy or how we handle your personal data, please contact us at:

Email: [info@balsham.education](mailto:info@balsham.education)