

EqualiTeach Empowered Privacy Policy

This privacy policy sets out how EqualiTeach uses and protects any information that clients give us when interacting with EqualiTeach's subscription service, which is hosted on WordPress.

EqualiTeach is committed to ensuring that clients' privacy is protected. Should EqualiTeach ask clients to provide certain information by which they can be identified, it will only be used in accordance with this privacy policy.

When does EqualiTeach collect information?

Collecting information allows us to keep in touch with clients throughout the registration and contract servicing processes. It helps EqualiTeach to operate as effectively as possible and to make sure interactions with clients are timely, relevant and tailored.

EqualiTeach may collect personal and other information at the following times:

1. Via the pre-registration process
2. During the registration process
3. During the invoicing process
4. During visits to EqualiTeach Empowered's website pages. We work with Google Tag Manager and Google Analytics who, through cookies, track clients' experience with our website including where they came from, what they did whilst using our website and where they went after our webpage. For more

information, please see EqualiTeach's Data Protection and Cyber Security Policy.

What information does EqualiTeach collect?

EqualiTeach may collect the following information:

- Identity data including first name, last name, username or similar identifier, marital status, employer/school names and job title/role.
- Contact data including billing address, delivery address, email address and telephone numbers
- Financial data including bank account and payment details.
- Transaction data including details about payments to and from clients and other details of products and services clients have purchased from us.
- Usage data including information about how clients use our website and products and services.
- Marketing and Communications data including clients' preferences in receiving marketing from us and your communication preferences.
- We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated data could be derived from clients' personal data but is not considered personal data in law as this data will not directly or indirectly reveal their identity. For example, we may aggregate Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated data with personal data so that it can directly or indirectly identify clients, we treat the combined data as personal data which will be used in accordance with this privacy policy.

- We do not collect any Special Categories of Personal Data about clients (this includes details about ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, trade union membership, information about health, and genetic and biometric data.) Nor do we collect any information about criminal convictions and offences.
- Where we need to collect personal data by law, or under the terms of a contract we have with clients, and clients fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with them. In this case, we may have to cancel a product or service they have with us. We will notify clients if this is the case at the time.

How does EqualiTeach use clients' information?

EqualiTeach only ever uses clients' personal data with their consent in order to:

- Enter into, or perform, a contract with them
- Comply with a legal duty

In the event of a change of contact details, a change of contact preferences or a decision to opt-out of marketing material, clients should notify EqualiTeach by email or in writing so that our records are up to date. Clients can also use the unsubscribe link in an email from EqualiTeach.

Below outlines some of the different ways EqualiTeach uses data for different areas of their work.

For administration purposes

- To keep a record of the relationship between EqualiTeach and each client

- To contact clients when they have requested information about the products and services EqualiTeach provides, have requested help, have a general enquiry or would like to register for the subscription service.
- To invoice clients. Financial details of clients who have paid via Stripe are not collected by EqualiTeach. For more information, please see the 'Third Parties' section of this privacy policy.

For direct marketing purposes

- To share training opportunities, resources, newsletters and other information
- To analyse and improve services, products and information
- To understand clients better and target potential clients
- To reach potential clients on social media

How does EqualiTeach keep clients' information safe?

EqualiTeach makes sure that appropriate physical, technical and human controls are in place to ensure good care of clients' information is taken.

However, transmission of information over the internet is never completely secure and as a result, while EqualiTeach strives to protect clients' personal information, EqualiTeach cannot guarantee the security of any information transmitted and clients do so at their own risk. Once EqualiTeach receives clients' data, every effort is made to ensure its security both on EqualiTeach' systems and while in transit between systems.

All staff who have access to clients' personal data understand the importance of keeping information safe and secure at all times and are given training to support them in this.

EqualiTeach is not responsible for the privacy policies and practices of other organisations even if they are accessed using links in content from the EqualiTeach Empowered subscription service. EqualiTeach recommends that clients check the policy of each organisation visited.

EqualiTeach ensures that additional controls are in place for financial, sensitive and special categories of information, meeting regulatory and legal requirements for managing these types of information.

How long does EqualiTeach keep information for?

EqualiTeach only uses and stores information for as long as it is required for the purposes it was collected for and in line with the General Data Protection Regulations.

Clients' personal information will be kept for seven years from the last interaction with EqualiTeach.

Data anonymised for analysis purposes will be kept indefinitely.

Subject Access Requests

Individuals have the right to request via email the following:

- Confirmation that their data is being processed
- Access to their personal data, and
- Other supplementary information

In most circumstances, EqualiTeach will provide the information requested free of charge. EqualiTeach will charge a fee based on the administrative cost of providing the information when a request is manifestly unfounded, excessive or repetitive.

Information will be provided without delay and within a month. Where requests are complex or numerous, EqualiTeach will extend the deadline to three months. However, EqualiTeach will respond to the request within a month to explain why the extension is necessary.

For more information, please see EqualiTeach's Subject Access Request Procedure.

Third Parties

In accordance with General Data Protection Regulations, EqualiTeach will not sell, distribute or lease clients' personal information to third parties unless required to do so by law.

Stripe

Payments are encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Clients' purchase transaction data is stored only as long as is necessary to complete the purchase transaction. Credit and debit card information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption.

Stripe adheres to the standards set by PCI-DSS as managed by the PCI Security Standards Council.

EqualiTeach recommends that clients read Stripe's privacy policy for more details.

Changes to this Privacy Policy

EqualiTeach may change this privacy policy at any time, in which case the amended privacy policy will be posted on the EqualiTeach Empowered site and will apply from the date posted, with the exception of any services ordered prior to the posting of the new privacy policy. Clients should check this privacy policy on each occasion they purchase from EqualiTeach as they will be bound by the latest privacy policy.

Contact Information

For more information about this policy or to make a complaint, please contact Kate Hollinshead kate@equaliteach.co.uk 01480 470 660.