



The Learning Effect

Privacy Policy



**the learning
effect**

This policy is owned by The Learning Effect (TLE)

This policy is reviewed annually within the month of April or more frequently if required.

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1. Introduction

Our Privacy Policy and Website Terms of Use comply with the General Data Protection Regulation (GDPR) and set out your rights relating to personal data we as an organisation may hold about you and your obligations when using “our Website” (www.thelearningeffect.co.uk).

This Privacy Policy describes the type of information that we collect from you (‘you/your’) through the use of our services (‘Services’), or the use of our Website, how that information may be used or disclosed by us and the safeguards we use to protect it.

We have drafted this Privacy Policy to be as clear and concise as possible. Please read it carefully to understand our policies regarding your information and how we will treat it. By using or accessing our Website or Services, you agree to the collection, use and disclosure of information in accordance with this Privacy Policy.

Please read this Privacy Policy carefully. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our Website. If you do not accept and agree with this Privacy Policy, you should cease using our Website immediately.

If you have any comments or questions on this privacy policy, please email them to info@thelearningeffect.co.uk.

2. Who we are

2.1. Here are the details that we as ‘data controller’ are required to give to you in accordance with the General Data Protection Regulation (GDPR) and any other applicable law which relates to the protection of individuals rights with regard to the processing of personal data):

Website address is: www.thelearningeffect.co.uk

Company name is: The Learning Effect Ltd

Registered address is: The Learning Effect Ltd trading as The Learning Effect, 18 Barking Road, London E6 3BP



3. Data which we may collect

3.1. We may collect, use, transfer and process the following data about you including:

3.1.1. information you put into forms, when entering a competition, promotion or survey on our Website at any time. This includes information provided at the time of registering to use or creating an account on our Website, posting material and interacting on our website and learning community or requesting further information or services.

3.1.2. requests that marketing material be sent to you;

3.1.3. information you may provide via our social media platforms and learning community; and

3.1.4. information you may provide to us when you contact us by email, phone or otherwise.

3.4. Depending on your circumstances and the products and services selected the personal information we gather about you may include: your name; address; email address; phone number; financial information; personal identification information and any further personal information as may be required as part of the service or product provided or which you share through our Website or other communication channel.

4. Cookies

We use cookies to distinguish users and improve our Website.

5. How we use what we collect

5.1. We use information about you to:

- present Website content effectively to you
- provide information on and allow you to use, products and services that you request
- allow us to better our service to you by responding to your customer service requests
- to administer a contest, promotion, survey or other Website feature.

5.2. In addition to 5.1 we will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or 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

5.3. In some instances, it may be appropriate for us to combine your information with other information that we may be holding about you, such as combining your name with your geographic location or your browsing or purchasing history.

5.4. With your permission and/or where permitted by law, we may also use your data for marketing purposes which may lead to us contacting you by email and/or telephone with information, news and offers on our Services. We agree that we will not do anything that we have not agreed to under this Privacy Policy, and we will not send you any unsolicited marketing or spam. We will take all reasonable steps to ensure that we fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended in 2004, 2011 and 2015.

5.4.1. we will only contact for you marketing purposes if you have agreed to this, either by ticking the relevant box when registering your data or by some other legitimate means;

5.4.2. with consent we may contact you electronically about similar products and services to those previously sold to you;

5.4.3. with consent, tell you about other goods and services that might interest you; and

5.4.4. Please note, that if you no longer wish for us to process your personal data for marketing purposes, you can contact us at info@thelearningeffect.co.uk and we will update our systems. However, in so doing you acknowledge that this may limit the products and services we can provide to you. In some cases, the collection and retention of personal data may be a statutory or contractual requirement.



5.4.5. Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to our marketing communications or sending third party direct marketing communications to you via email or text message.

6. Where we store your data

6.1. We may transfer your collected data to third parties for storage outside the European Economic Area (EEA) in connection with the above purposes. For example, your personal data may be processed outside the EEA to fulfil your order and/or it may be processed to administer payment.

6.2. By giving us your personal data, you agree to this arrangement. Where such processing takes place, appropriate controls, such as the adoption of agreements containing appropriate standard clauses are in place to ensure that your information is protected to the same standard as if it were in the UK. We will do what we reasonably can to keep your data secure, and up to date and in accordance with this privacy policy.

6.3. Data security is of great importance to us, and to protect your data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected through our Platform. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

6.4. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

6.5. We have implemented security measures such as a firewall to protect any data and maintain a high level of security.

6.6. Notwithstanding the security measures that we take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to us data via the internet and you take the risk that any sending of that data turns out to be not secure despite our efforts.



7. Retention of data

7.1. We will not collect more personal data than we need for the purposes set out in Paragraph 5. We will retain such personal data for the life of your contractual arrangement with us and for a period of up to seven years after your relationship with us has ended. We may however be required to retain personal data for a longer period of time to ensure we comply with our regulatory and legislative requirements. We regularly review our data retention obligations to ensure we do not keep personal data for longer than we are legally obliged to.

8. Disclosing your information

8.1. We may share relevant parts of your data where we engage third parties to assist us in carrying out certain functions on our behalf. These include companies to assist with payment processing, search engine facilities, advertising and technology services. We only share the appropriate level of personal data to enable the supplier to provide their services. Where your data is required to be shared we will take all reasonable steps to ensure your data is handled safely and securely and in accordance with our and the suppliers' obligations under Data Protection Legislation.

8.2. Where we are providing services or solutions to you it may be necessary to provide your details to our trusted partners. Where this is the case we will seek your permission and only share the appropriate level of data.

8.3. Companies who routinely have access to personal data as part of our normal business operation include:

- Web hosting: Wix and 123 Reg
- Learning Community: Thrive LXP Service and associated mobile applications
- Other providers include: Core Microsoft IT and other software development, Financial Systems and Accountants

8.4. When using The Learning Effect Community, details which are necessary for you to engage in the community such as your name will be visible members. Other community members may also be able to discover your email address.



9. Your rights

9.1. You have a number of rights under the Data Protection Legislation;

9.1.1. The right to request a copy of the information we hold on you. When you request this information, this is known as a Subject Access request (SAR). In most cases, this will be free of charge however in limited circumstances we may apply an administration charge. For example, where repeated requests are made;

9.1.2. The right to have personal data we hold about you transferred securely to another service provider in an electronic form;

9.1.3. The right to have inaccurate personal data corrected;

9.1.4. The right to have any out of date personal data deleted once there's no business need or legal requirement for us to hold it;

9.1.5. The right to object or restrict some processing, in limited circumstances and only when we don't have legitimate grounds for processing your personal data;

9.1.6. The right to object to personal data being used to send you marketing material. As mentioned above, we will only send you marketing material where you have given your consent to do so. You can remove your consent at any time.

9.1.7. You can ask us not to use your data for marketing. You can do this by not ticking the relevant boxes on our forms, or by contacting us at any time at info@thelearningeffect.co.uk

9.1.8. The right to ask for a decision to be made manually, where a decision is made using automated means and this adversely impacts you.

9.1.9. The Data Protection Legislation gives you the right to see information we hold about you. To exercise any of these rights please contact info@thelearningeffect.co.uk

10. Security

10.1. We are committed to ensuring your personal data is protected and held securely. However, the internet is not a secure medium and we cannot accept



responsibility for the security of an email during transmission or non-delivery of that email.

11. Making a complaint

11.1. If you believe we have not processed any of your personal data in accordance with Data Protection Legislation or you have been affected by non-compliance you can make a complaint to James Poletylo by contacting info@thelearningeffect.co.uk.

11.2. If you are not satisfied with our response you can raise a complaint with the UK's Information Commissioner's Office, the UK's independent authority set up to enforce Data Protection Legislation.

12. Links to other websites

12.1. Please note that our Website Terms of Use and our policies will not apply to other websites that you get to via a link from our Website.

12.2. Our Website may, from time to time, contain links to and from the website of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. We have no control over how your data is collected, stored or used by other websites and we advise you to check their privacy policy before providing any data to them.

13. Changes

13.1. If we change our Privacy Policy, we will post the changes on this page. If we decide to, we may also email you

14. Terms and conditions

14.1. Please also visit our Website Terms of Use section establishing the use, disclaimers, and limitations of liability governing the use of our Website.

15. Your consent

15.1. By using our Website and other platforms by way of acknowledgement, you consent to our Privacy Policy.

Please check back regularly to keep informed of updates to this Privacy Policy.

