

CUSTOMER PRIVACY NOTICE

Introduction

This notice is issued to explain how Target Dyslexia ('TD' or 'we' in this document) uses the personal information we collect before, during and after our contractual relationship with you. The notice is designed to be clear about what we do and to give you control over how we use your data.

TD may update the notice from time to time. Updates will be dated and allocated a version number. We will give you reasonable advance notification of any material change.

The latest version of the notice is posted on the TD website. Your continued use of TD's services indicates your acknowledgment of the prevailing privacy notice.

The data we collect

TD collects data that is provided by parents of our students on registration forms. This data includes personal contact details of parents, names and dates of birth of students and names of people authorised to bring students to, and collect them from, lessons.

We also ask parents to tell us about students' medical conditions that may be relevant to safeguarding.

We collect data on lesson attendance in order to raise invoices.

Depending on the nature of lessons delivered we may also collect data on lesson performance.

At parents' request we may also collect data from schools or educational psychologists to help plan lessons more effectively.

We retain records of all emails and other communications with you.

We may take images of students in lesson settings.

How we use data

We use data provided on the registration form and from attendance records to administer contracts with you. We use:

- data on medical conditions to ensure that students are kept safe whilst in our charge.
- data collected in lessons to monitor students' progress.
- records of communications to manage queries or complaints.

We may use:

- images of students to send emails or texts to their parents to celebrate success.
- personal contact details to advise you of new services we introduce.
- images for promotional purposes but only after obtaining your express consent.

How we share data

We do not share data with any third parties unless expressly requested to do so by you, or if required to do so under law.

The data we collect is stored in cloud servers some of which may be outside the UK or the European Union. By using TD's services you expressly acknowledge and agree to the transfer of some of your personal data to servers that may be located outside the UK or European Union.

How we protect your data

Access to data is restricted to TD staff. If you ask us to transfer data to a third party we will send a copy of data that you ask us to send.

We use reputable cloud services to store our data.

How long we keep data

We retain data for the duration of our contract with you plus an additional six years. We hold data for this period to be able to answer queries from parents that often arise much later in the student's education.

Your data rights

You have various rights under English data law. You may ask us to:

- Disclose the data we hold;
- Correct any mistakes in that data;
- Delete the data (subject to conditions);
- Not process the data for particular purposes;
- Transfer data to you or a third party.

You may exercise any of these rights by emailing accounts@targetdyslexia.org.