

1. Summary

- 1.1. Eastern Education Group ("we", "our", "us") is committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, and share information about you when you visit the website of one of our educational establishments (the "Website"), in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.
- 1.2. Please read this Privacy Notice carefully to understand how we process your personal data.

2. Information We Collect

- 2.1. We may collect and process the following types of personal data about you:
- 2.2. Information You Provide Directly
 - **Contact details:** Name, email address, telephone number, and any other information you provide when you fill in forms on our Website.
 - **Communication:** Information you provide to us in correspondence (e.g., email or live chat).
- 2.3. Information Collected Automatically
 - **Technical data:** Including IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system, and platform.
 - **Usage data:** Information about your visit, including the full Uniform Resource Locators (URLs), clickstream to, through, and from our Website, pages you viewed or searched for, page response times, download errors, and length of visits.

3. How We Use Your Personal Data

- 3.1. We use your personal data for the following purposes:
 - **To provide and maintain our Website:** Including monitoring the usage of our Website.
 - **To communicate with you:** Responding to inquiries, requests, and providing you with information you request from us.
 - **To improve our Website:** Using analytics to understand how visitors interact with our Website, identify usage trends, and improve our content and services.
 - **To comply with legal obligations:** We may process your data to

comply with UK and EU legal requirements, regulatory authorities, or as part of ongoing legal proceedings.

4. Lawful Bases For Processing

4.1. We process your personal data under the following legal bases, as required by the UK GDPR:

- **Consent:** Where you have provided your consent to receive marketing or other communications from us.
- **Legal obligation:** Where the processing is necessary for us to comply with a legal obligation.
- **Legitimate interests:** When the processing is in our legitimate interests and not overridden by your data protection rights. For example, to improve our Website and services or to prevent fraud.

5. How We Share Your Data

5.1. We may share your personal data with:

- **Service Providers:** Third-party companies and individuals who assist us in providing the Website or services, such as hosting providers, analytics services, or customer support.
- **Legal and regulatory authorities:** When required to comply with legal obligations or to protect the rights, property, or safety of our company, customers, or others.
- **Business transfers:** In the event of a merger, acquisition, or sale of all or part of our business, your personal data may be transferred as part of the transaction.

5.2. We will not sell, rent, or lease your personal data to third parties for marketing purposes without your explicit consent.

6. International Transfers

6.1. There may be occasions where we need to transfer your personal data outside of the UK or European Economic Area (EEA.) In the event that we need to conduct such a transfer, we will ensure appropriate safeguards are in place to protect your data, in line with UK GDPR requirements. This may include reliance on Standard Contractual Clauses approved by the European Commission or ensuring that the transfer is to a country with an adequate level of protection as determined by the UK Government.

7. Data Retention

7.1. We will retain your personal data only for as long as is necessary for the

purposes set out in this Privacy Notice, and in accordance with legal, regulatory, or accounting requirements. When we no longer need to use your data, we will securely delete or anonymise it.

8. Your Rights

8.1. Under the UK GDPR, you have the following rights regarding your personal data:

- **Right of access:** You have the right to request a copy of the personal data we hold about you.
- **Right to rectification:** You have the right to request that we correct any inaccuracies in your personal data.
- **Right to erasure:** You have the right to request that we delete your personal data, where there is no valid reason for us to keep it.
- **Right to restrict processing:** You have the right to request that we restrict the processing of your data in certain circumstances.
- **Right to data portability:** You can request that we provide your personal data in a structured, commonly used, and machine-readable format.
- **Right to object:** You can object to the processing of your data where we are relying on legitimate interests as the legal basis.
- **Right to withdraw consent:** Where we rely on your consent to process your data, you can withdraw that consent at any time.

8.2. To exercise any of these rights, please contact us using the details below.

9. Cookies

9.1. We use cookies to distinguish you from other users of our Website. This helps us provide you with a good experience when you browse our Website and allows us to improve it. For detailed information on the cookies we use and the purposes for which we use them, please see our Cookie Policy.

10. Security

10.1. We take appropriate technical and organisational measures to protect your personal data from unauthorised access, disclosure, alteration, or destruction. However, please note that no website or transmission across the internet is completely secure, and we cannot guarantee the absolute security of your data.

11. Links to Other Websites

11.1. Our Website may contain links to external websites that are not operated by us. We have no control over the content and practices of these websites and

cannot accept responsibility for their data handling. We encourage you to review any privacy related information for any third-party websites you visit.

12. Contact Us

12.1. If you have any questions or concerns about this Privacy Notice or how we process your personal data, please contact us at:

dataprotectionlead@easterneducationgroup.ac.uk

12.2. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe we have not complied with data protection laws. <https://ico.org.uk/>

13. Changes to This Privacy Notice

13.1. We may update this Privacy Notice from time to time to reflect changes in legal requirements or our practices. We will notify you of any significant changes by posting the updated Privacy Notice on our Website. We encourage you to review this page periodically for the latest information.

13.2. This Privacy Notice was last updated: September 2024.