

ALTA EDUCATION LIMITED PRIVACY NOTICE

This privacy policy will inform you as to how Alta Education Limited looks after your personal data when you visit our website. Privacy of your personal data is important to us. Alta Education Limited is committed to protecting your personal data.

This Policy covers

This policy describes how Alta Education Limited collects and processes any information that we gather from you, or that you provide to us, as well as your rights over any information we hold about you.

How we use your personal data

- Alta Education Limited uses the information we collect from you to provide you with services and products or other customized content to your interests and requirements. We may use the personal data we collect in order to:
 - comply with legal obligations
 - where we need to perform the contract which we are about to enter into, or have entered into, with you such as: answering your questions or respond to your requests; develop products and services; provide you with you personalized products
 - 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
 - Provide you with marketing offers when we have your consent
- Personal data will be shared, on occasion, with third parties such as other companies or contractors:
 - companies or contractors that assist us in performing our services and/or service providers for the running of Alta Education Limited
- Where we rely on your consent, such as for marketing purposes, you can withdraw this consent at any time.
- Our privacy policy sets out more details of this processing, including details of your data protection rights.

Information we collect

We collect and process personal data about you when you interact with us and our website and when you purchase resources and/or services from us. The following are examples of information we may collect directly from you:

- your name or your child's name
- your or your child's gender
- your age /date of birth or your child's age/date of birth together
- your home address, email address and phone number
- payment information and bank account details
- information about your education preferences
- communications, including documents, that you may send to us
- your marketing preferences or future communication preferences, including any consents you have given us
- information related to the browser or device you use to access our website

How do we use this information

We process this personal data for the following purposes:

- To fulfil a contract, or take steps linked to a contract: this is relevant where you purchase resources or services from us. This includes:
 - verifying your identity
 - taking payments
 - Answer your questions or respond to your requests and communicating with you
 - providing customer services and arranging the delivery or other provision of resources or services.
- As required to conduct our business and pursue our legitimate interests, in particular:
 - we will use your information to provide details of resources and services you have enquired about or resources or services you have requested, and respond to any comments or complaints you may send us;

- we monitor use of our website and online services, and use your information to help us monitor, improve and protect our resources, content, services and website, both online and offline;
 - we use information you provide to personalise our website, resources or services for you;
 - we use information you provide to investigate any complaints received from you or from others, about our website or our resources or services;
 - we may personal data of some individuals to invite them to take part in market research.
- Where you give us consent:
 - we will send you direct marketing in relation to our relevant resources and services, or other resources and services provided by us.;
 - we place cookies and similar technologies in accordance with our cookies policy as shown below in **Use of Cookies**, and the information provided to you when those technologies are used;
 - on other occasions where we ask you for consent, we will use the personal data for the purpose which we explain at that time.

Withdrawing consent and objecting to direct marketing

Wherever we rely on your consent, you will always be able to withdraw that consent, although we may have other legal grounds for processing your personal data for other purposes, such as those set out above. You have an absolute right to opt-out of direct marketing, at any time. You can do this by following the instructions in the communication where this is an electronic message, or by contacting us using the details set out below.

Sharing of personal data

We will share your personal data within Alta Education Limited for reporting, safeguarding, quality control and potential referral basis (for example, in respect of school or university applications). Personal data will also be shared with other organisations, such as insurers and organisations which conduct background checks, where necessary.

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.

Personal data will also be shared with third party service providers, who will process it on behalf of Alta Education Limited for the purposes identified above. In particular, we use third party providers of website hosting, maintenance and other services. Our website is hosted on the Wix.com platform. Wix.com

provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Use of Cookies

Cookies are small pieces of data stored on a site visitor's browser. They are typically used to keep track of the settings users have selected and actions they have taken on a site. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. Our website will inform you that we use cookies on the first time you visit it. It will also inform you how to disable cookies from your browser in case you don't want to accept cookies.

Our web host installs the following cookies in all their websites:

First Party Cookies:

| Strictly Necessary | | |
|--------------------|------------------------------------|--|
| Cookie name | Duration | Purpose |
| ForceFlashSite | Session | When viewing a mobile site (old mobile under m.domain.com) it will force the server to display the non-mobile version and avoid redirecting to the mobile site |
| hs | Session | Security |
| smSession | Persistent (Two days or two weeks) | Identifies logged in site members |
| XSRF-TOKEN | Session | Security |

| Functionality | | |
|---------------|------------------------|--|
| Cookie name | Duration | Purpose |
| svSession | Persistent (Two years) | Identifies unique visitors and tracks a visitor's sessions on a site |
| SSR-caching | Session | Indicates how a site was rendered. |
| smSession | Persistent (Two weeks) | Identifies logged in site members |

Third Party Cookies:

| Functionality | | |
|---|----------|----------|
| Cookie name | Duration | Purpose |
| TS* | Session | Security |
| TS01***** | Session | Security |
| TSxxxxxxx (where x is replaced with a random series of numbers and letters) | Session | Security |
| TSxxxxxxx_d (where x is replaced with a random series of numbers and letters) | Session | Security |

The following links explain how to access cookie settings in various browsers to disable them:

- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Google Chrome](#)
- [Cookie settings in Safari \(OS X\)](#)
- [Cookie settings in Safari \(iOS\)](#)

- [Cookie settings in Android](#)

Our website also uses Google Analytics which is a tool that helps website owners measure how users interact with website content. We use the data provided by Google Analytics to develop the site and content around our users' interests. To opt out of being tracked by Google Analytics across all websites, visit this link: <http://tools.google.com/dlpage/gaoptout>.

The rights you have

You have the right to ask us for a copy of your personal data; to correct, delete or restrict (stop any active) processing of your personal data; and to obtain the personal data you provide to us for a contract or with your consent in a structured, machine readable format.

In addition, you can object to the processing of your personal data in some circumstances (in particular, where we don't have to process the personal data to meet a contractual or other legal requirement, or where we are using the personal data for direct marketing).

These rights may be limited, for example if fulfilling your request would reveal personal data about another person, where they would infringe the rights of a third party (including our rights) or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping. Relevant exemptions are included in both the GDPR and in the Data Protection Act 2018.

To exercise any of these rights, or to obtain other information, you can get in touch with us using the details set out below. If you have unresolved concerns, you have the right to complain to an EU data protection authority where you live, work or where you believe a breach may have occurred. This likely to be the Information Commissioner's Office in the UK.

Retention of your personal data

We only retain your personal data for as long as is required by law, or for as long as necessary for the purposes for which we process your personal data. We will not retain your information for longer than is necessary.

To get in touch with us?

If you have any concerns about how we process your personal data, or would like to opt out of direct marketing, you can get in touch at hello@altaeducation.com. Alternatively, you can do it by post to our Registered Address: International House, 64 Nile Street, London, N1 7SR, United Kingdom.