

# EqualiTeach E-Learning Privacy Policy

This privacy policy sets out how EqualiTeach uses and protects any information that clients give us when interacting with EqualiTeach's e-learning services, which are 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 course completion 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. Via the website, during the registration process
3. During the invoicing process, where applicable
4. During visits to EqualiTeach's e-learning pages. EqualiTeach may use built-in web analysis tools to gather information such as which pages clients visit and how long they spend reading a page, in order to improve visitors' online experience and accessibility, and inform the choice of words and images on the website.

## What information does EqualiTeach collect?

EqualiTeach may collect the following information:

- Full name and name of school
- Contact information including postal address, email address, telephone and mobile numbers
- Contact preferences
- Whether or not clients wish to receive EqualiTeach's newsletter and other promotional material

## 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 more information about the products and services EqualiTeach provides, have requested help, have a general enquiry or would like to register for course(s).
- To invoice clients, where applicable. 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's 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 from the EqualiTeach e-learning platform. 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
- Others 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 still 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.

## WordPress

EqualiTeach courses are created using iSpring and are presented on our website using SCORM Cloud. EqualiTeach courses and site is hosted by WordPress.

WordPress provide EqualiTeach with the online course creation platform that allows EqualiTeach to sell products and services to clients. EqualiTeach then uses a MemberPress plugin to enable log-ins to the site.

WordPress uses a MySQL database to store all of its data. This includes posts, pages, comments and form data. Pre- and post-course survey results are sent from iSpring to the WordPress MySQL database for analysis.

SCORM Cloud records each instance of a user accessing an e-learning course, which is accessible to EqualiTeach by logging into SCORM. MemberPress records which users are joined in one corporate account, meaning that a lead account can generate a list of all users that have subaccounts through them and obtain details of which subaccounts have accessed e-learning courses.

WordPress automatically stores data relating to comments and answers given to questions by participants when e-learning is completed. EqualiTeach does not use this data, this data is not made public, and where accessible to EqualiTeach, data is deleted at the end of every financial year.

## Cookies

WordPress uses cookies for authentication. That means that in order to log in to a WordPress site, users must have cookies enabled in their browser. More information about how WordPress collects and uses cookies can be found here:

<https://wordpress.org/documentation/article/cookies/>

## 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 the privacy policies of all associated organisations 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 e-learning 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](mailto:kate@equaliteach.co.uk) 01480 470 660.