

# GDPR for schools.



# OUR STATEMENT OF COMPLIANCE.

## 1.0 - Who we are

Premier Education Group plc, (Registered Company 05922136, ICO Register of Data Controllers Number ZA043443) and its subsidiaries, is a sports education company educating and activating children and adults in schools and activity clubs throughout the UK. We deliver PE and sports programmes in 15% of schools across England via a network of over 1,000 Activity Professionals.

## 2.0 - Our commitment to user privacy and data protection

Premier Education Group (also referred to as “Premier”, “we”, “us”, “our” in this Privacy Policy) is committed to meeting the highest standards of data protection to provide the best service to our contacts. We will tell our contacts exactly how we will use and store their data; not use it for any purpose other than the ones for which we have a lawful basis; and use appropriate security measures in relation to the data.

Premier Education Group is committed to respecting the personal data you supply us with. The details we store enable us to personalise the service we provide and, with your express consent, to keep you updated with details of courses, camps and services that may be of interest to you. With your consent, we may contact you by post, telephone or email and share this information with pre-agreed third parties to provide information to you about other services and products that we think might be of interest to you. If we want to use the data in this way then we will ask for your consent each time.

You have the right to opt out of receiving promotions from us and/or our chosen third parties at any time. This can be done by emailing us at [info@premier-education.com](mailto:info@premier-education.com) or visiting [www.premier-education.com/GDPR](http://www.premier-education.com/GDPR)

If you think any information we hold about you is incorrect you should notify the Data Protection Officer at [compliance@premier-education.com](mailto:compliance@premier-education.com). Any information which is incorrect will be corrected within a month.

## 3.0 - Relevant Legislation

We process all personal data, including that collected via this website in accordance with the EU General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018 (DPA). GDPR/DPA outline how organisations must collect, handle and store personal information. To comply

with the law, personal information must be collected and used fairly, stored safely and not disclosed to any unauthorised parties.

Users who entrust their personal data to companies like Premier have the following rights under GDPR:

- The right to be forgotten (you can request for your data to be deleted)
- The right to see all the data we hold on you (by submitting a Subject Access Request)
- The right to data portability (if you ask for a copy of all of your data, we'll give it to you in a commonly used format, like a pdf)
- The right to correct inaccurate information we hold on you
- The right to opt-out of marketing communications as easily as you opted in
- The right to restrict or object to processing (although we may still need to hold on to your data, for example to fulfil a contract)
- The right to complain (this would be to a supervisory authority responsible for data protection. In the UK, this is the Information Commissioner's Office)

## **4.0 - Personal Information that this website collects & why we collect it**

### **4.1 Site visitation tracking**

When visiting [www.premier-education.com](http://www.premier-education.com), you will be asked to consent to our use of cookies.

Cookies are simple text files that a site saves to your computer or mobile device using your website browser. Only the server of that site will be able to retrieve or read the contents of that cookie and each cookie is unique to your web browser. Cookies are either set by the website you are visiting, in which case they are referred to as 'first-party cookies' or are 'third-party cookies' set by other websites and services that run content on the page you are viewing. See our cookie policy for more information.

As with most websites, we use Google Analytics to measure how visitors move through and engage with the website. We use this data to improve our services, for example by measuring which pages people visit before making a purchase and ensuring those pages are optimised to make relevant information easy to find. To opt out of google analytics please click here: <https://tools.google.com/dlpage/gaoptout>

Google Analytics records information such as your location, and the device, browser and operating system you are using to view the website ("usage data"). None of this information can be used to identify you. Google Analytics records - but does not grant us access - to your computer's IP address. For this reason, we treat Google as a third-party data processor (see section 7.0 for more information).

We use this data to improve our services, for example by measuring which pages people visit before making a purchase and ensuring those pages are optimised to make relevant information easy to find. The legal basis for this processing is our legitimate interests.

Disabling cookies on your internet browser will stop Google Analytics from tracking any aspect of your journey through our website.

To read our full cookie policy, please visit [www.premier-education.com/cookies](http://www.premier-education.com/cookies)

## **4.2 Contact forms and email links**

You may provide personal data to us via the forms on our Schools or Family portal. This data is used to perform each contract that we have with you (and to take steps at your request to enter into such contracts). It is securely held and stored solely for us on either Redstation or HubSpot servers – see Section 5.1, <https://www.iomart.com/privacy-policy/> and [www.hubspot.com/datastorage](http://www.hubspot.com/datastorage) for more information on this.

You will only ever receive correspondence from us directly or via a sender authorised by Premier, based on the notification settings in your account.

## **4.3 Email newsletter**

Where you give consent, we contact you with a monthly newsletter and periodic additional communications around specific promotions.

Please note that you will need to email us using the email account you want to have removed from our records.

You must obtain parental consent before subscribing to our email newsletter if you are under 13 years old.

## **4.4 School's Data**

### **What information we will hold on schools**

We hold email addresses of teachers and headteachers (both named and generic addresses). In some cases, we hold an anonymised record of pupils' attainment against National Curriculum standards on Premier programmes for monitoring and reporting purposes. This means we can see how many children we have activated, in which regions, and what the overall impact on their attainment and health has been.

## **How we will use it**

We hold contact information (email addresses, postal addresses and phone numbers) for billing purposes.

We also retain email addresses in order to contact schools with marketing information which we think will be of interest to them.

We have a contractual need to hold records of pupils' attainment against National Curriculum standards and to provide this to schools for reporting purposes.

## **How long we'll keep your data**

We have the right to retain data which is in the public domain, including school names, addresses, phone numbers and generic email addresses.

We will retain pupil data for the lifetime of the school's contract with us. If a school ends their contract with us, we will delete all pupil data for that school within three months of the end of the current academic year.

## **5.0 - How we store your personal information**

### **5.1 Where your data is stored**

If you create an account through our website, your information is stored in our bespoke Business Management System, which has its own secure server hosted in the UK with a company called Redstation ([www.redstation.com](http://www.redstation.com)).

If you opt in to marketing communications, your information will be transferred to Hubspot and stored in a controlled, secure environment, protected from unauthorized access, use or disclosure.

### **5.2 Sharing or transferring your data**

We will only share parents' and children's information with those parties who may need to see it, for example members of staff. We will also share data with one of our franchisees if that franchisee is responsible for running your child's course.

We occasionally share data with partners such as British Gymnastics who are helping deliver world class education to your children. We'll always tell you before sharing your data with a new third-party or anonymise the data so it can't be linked to you or your child.

We will need to share your data with our trusted third-party data processors or within the Premier

group subsidiaries. You can find a list of the third-party processors <here>. These organisations have been selected in part due to their commitment to data security. All are GDPR-compliant as outlined in Section 2. Those based in the USA are also [EU-US Privacy Shield](#) compliant. When we transfer data as part of this sharing, we will securely encrypt it before transferring.

Where we use data processors outside the European Economic Area we will only use those who can guarantee the safety of your information and who commit to the terms required by GDPR/DPA. You consent to us transferring your personal data outside the EEA to these data processors.

## **6.0 - Data Breaches**

In the event of an unlawful data breach of this website or any of our data held on third-party data processors, we will inform the Information Commissioner's Officer within 72 hours of the breach, if the rights and freedoms of those individuals whose data has been compromised is at risk. We will inform those individuals of the breach if the data compromised could have a significant negative impact on the individuals concerned (e.g. if it affects their financial or medical data).

## **7.0 - Data Controller**

The data controller of this website is Premier Education Group plc, company number 5922136

Registered address & operating office:

Old Apple Store,  
Church Road,  
Shropham,  
Attleborough,  
Norfolk,  
NR17 1EJ

## **8.0 - Data Protection Officer**

Our Data Protection Officer's contact information is:

Steve Eastaugh  
01953 499040  
[compliance@premier-education.com](mailto:compliance@premier-education.com)

## **9.0 - Information Commissioner's Office (ICO)**

If you need to contact the ICO to report any issues with the way we have handled your personal data, you contact them through the following channels:

Call the helpline: 0303 123 1113

Visit their website: <https://ico.org.uk/>

Start a live chat with them: <https://ico.org.uk/global/contact-us/live-chat/>

## **10.0 - What will happen to your data in the event of an acquisition**

In the event of a takeover or acquisition, the personal data we hold will form part of the assets of the organisation and be taken over by the new company, but only used for the same or similar purpose. In these circumstances, we will write to everyone we hold data on and notify them about the change of ownership.

## **11.0 - Changes to our Privacy Policy**

We will continue to review and update this policy in line with the latest industry guidance. This version was last updated in April 2019. Historic versions can be obtained by contacting us.