



Privacy Policy Notice www.shiatsucollege.co.uk

The policy: this privacy policy notice is for this website: www.shiatsucollege.co.uk and for our associated online courses at www.shiatsucollegeonline.co.uk and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, and by enrolling in our online courses or joining any of our *Branch* e-mailing lists, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website and our online courses.

Policy key definitions:

"I", "our", "us", or "we" refer to the business, [Business name & other trading names].

"you", "the user" refer to the person(s) using this website.

GDPR means General Data Protection Act.

PECR means Privacy & Electronic Communications Regulation.

ICO means Information Commissioner's Office.

Cookies means small files stored on a user's computer or device.

Processing of your personal data: under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

We are exempt from registration in the ICO Data Protection Register due to the restricted way that we use data.

Consent

The reason we use this legal basis: we collect your name and email in order to provide you with information about our Shiatsu, Qigong and Meridian Yoga training programmes, our online courses and other news.

If you are an enrolled student on one or more of our online courses, or enrolled in a free trial, then we use your email to contact you about your progress on the course and any other course-related news or information.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

Sharing your information: we never sell your information. We only share your information with our trusted platforms, which we use to provide the websites, and with our EMS (An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users)

Our websites are:

www.shiatsucollege.co.uk

Information on your use of this site and cookies is controlled by Wordpress, our website platform. Please contact www.wordpress.com directly for their Privacy Policy [here](#)

www.shiatsucollegeonline.co.uk

Information on your use of this site and cookies is controlled by Moodle, our website platform. Please contact www.moodle.org directly for their Privacy Policy [here](#)

We use two platforms for our EMS: Mailerlite (their Privacy Policy can be found [here](#)) and Mailchimp (their Privacy Policy can be found [here](#))

Contract – the Legal Basis – i.e. why we collect your data.

The reason we use this legal basis: if you enrol as a student or on a free trial on one or more of our online courses we store and process your name, email and progress through the course to enable us to support you and give you relevant information to enable you to get the most from the course.

We process your information in the following ways: we tag or segment your name and email based on information that you give us by progressing through the course(s). We do this to support and enhance your experience of your online course/s.

Data retention period: We shall continue to process your information until the contract between us ends or is terminated under any contract terms.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

Your individual rights

Under the GDPR your rights are as follows:

the right to be informed;

the right of access;

the right to rectification;

the right to erasure;

the right to restrict processing;

the right to data portability;

the right to object; and

the right not to be subject to automated decision-making including profiling

(You can read more about your rights in detail here www.ico.org.uk)

If you have any doubts or concerns about how we hold or process your data please get in touch with us by email at admin@shiatsucollege.co.uk . We handle subject access requests in accordance with the GDPR.

You also have the right to complain to the ICO (www.ico.org.uk) if you feel there is a problem with the way we are handling your data.

Internet cookies

Our websites are hosted by Wordpress - www.wordpress.org and Moodle www.moodle.org, They use cookies on their websites to provide you with a better user experience. They do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant content, referring you to a third party website.

The websites use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be

saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Email marketing messages and subscription

Under the GDPR we use the 'consent' lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the 'Processing of your personal data' above. Any email marketing messages we send are done so through an EMS, email marketing service provider.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as: times, dates, IP addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations, will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the Privacy and Electronic Communications Regulations (PECR). We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences.

We hold the following information about you within our EMS system:

Name and Email address

Our EMS service providers may hold other information consistent with their EMS function.

You may also request for your data to be removed from our data storage and from EMS service providers' data storage. This is referred to as 'the right to be forgotten'. Please contact us by email at admin@shiatsucollege.co.uk to find out more so that we can help you with this.