

Student Success Academy Ltd. (trading as Global Geography Academy) Privacy Policy November 2023.

This policy highlights how we use your personal information and explains your rights and how you are protected. If you either enquire about our services or book a tutoring session or package of sessions, we will have to collect some personal information (email, phone number, name and address etc.) and will use it as set out below. When a booking is confirmed, we will need certain information in order to process the booking and take payment.

What information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way (Name, email address, phone number etc.). When a booking is confirmed with us, we will need the following for information:

- Parent/guardian name:
- Phone number:
- Email address:
- Postal address:
- Student name:
- Student education level:

These are collected for our own communication, as well as to support our safeguarding policies and to ensure we offer the most appropriate tutoring service for individual needs. Occasionally we may contact you to let you know about offers, new products or to ask for feedback on our services. We may also use your information for our own research and analysis purposes.

We may use software tools to measure and collect website session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

We may also use website statistics to collect information about our own website for our own analytics.

How do we collect information?

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as, but not limited to, your name, address and email address. Your personal information will be used for the specific reasons stated above only. We may also collect personal information which you provide us from accessing the website, emails and letters, telephone conversations and customer surveys.

Why do we collect personal information?

We collect Non-personal and Personal Information for the following purposes:

1. To provide and operate the Services we offer;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our customers with general or personalised service-related notices and promotional messages.
4. To create aggregated statistical data and other aggregated and/or inferred Non-personal information, which we or our business partners may use to provide and improve our respective services.
5. To comply with any applicable laws and regulations.

How do we store, use, share and disclose your personal information?

We store all information electronically and securely. All information is stored for the duration of your tutorial package. After you stop being a customer, we will delete any data that we are not required to hold by law, unless you have opted to hear from us about our services. All our payment data is dealt with through [www.stripe.com](https://stripe.com) (<https://stripe.com/gb/privacy>). Please see their separate Privacy Policies should you have any concerns or questions about how they handle data.

We will regularly review and delete any information we are not required to keep or that is not relevant.

We only use your personal information for the provision of our services and do not share it with third parties. We will only share specific details with any law enforcement agencies if required.

Our company 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.

To allow delivery of online tutoring sessions, we make use of online conferencing software such as Zoom (<https://zoom.us/>), Mentimeter (<https://www.mentimeter.com/>) and Padlett (<https://padlet.com/>). Please see their separate Privacy Policies should you have any concerns or questions about how they handle data. We may use other software packages at a later date to facilitate delivery of our tutoring sessions and will update the privacy policy here to reflect this.

How do we communicate with site visitors?

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

How do we use cookies and other tracking tools?

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. When you visit our website, we may collect information from you automatically through cookies or similar technology. Our company uses cookies in a range of ways to improve your experience on our website, including keeping you signed in and understanding how you use our website.

What types of cookies do we use?

There are several different types of cookies, however, our website uses:

- **Functionality** – Our Company uses these cookies so that we recognise you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** – Our Company uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Our Company sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.
- **Analytical** – These allow us to see how many website visitors we have and to see how they navigate the site when using it.

- Security – These allow the user a safer experience on the website
- Essential - Used for system effectiveness

For more information about what cookies are, please go to <https://www.allaboutcookies.org/>

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The Our Company website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Your rights

What are your data protection rights?

Our Company would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- The right to access – You have the right to request Our Company for copies of your personal data. We may charge you a small fee for this service.
- The right to rectification – You have the right to request that Our Company correct any information you believe is inaccurate. You also have the right to request Our Company to complete the information you believe is incomplete.
- The right to erasure – You have the right to request that Our Company erase your personal data, under certain conditions.
- The right to restrict processing – You have the right to request that Our Company restrict the processing of your personal data, under certain conditions.
- The right to object to processing – You have the right to object to Our Company's processing of your personal data, under certain conditions.
- The right to data portability – You have the right to request that Our Company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact our Data Protection Officer at our email:

info@globalgeographyacademy.com

Policy Updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

This privacy policy was last updated on 17th November 2023.

How can you withdraw your consent?

If you don't want us to process your data anymore, please contact us at:

info@globalgeographyacademy.com

Questions and contact

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at info@globalgeographyacademy.com

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that Our Company has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Website: ICO website: <https://www.ico.org.uk>

Address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Helpline number: 0303 123 1113