



Privacy Policy

Introduction

Samantha Kelly trading as SJ Languages respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we collect and look after your personal data when you visit our website, enrol for my services, purchase products or make enquiries and tell you about your privacy rights and how the law protects you.

Controller

SJ Languages will be what is known as the 'Controller' of the personal data you provide to us.

Our business address is: 1 Temperance Place, Blyburgate, Beccles, NR34 9TH.

Our email address is: info@sjlanguages.co.uk

Samantha Kelly trading as SJ Languages is registered with the Information Commissioner's Office (ICO) for GDPR.

1. What information do we collect and what do we do with it?

When you enrol as a student or subscriber ("learner") on our site or related courses, as part of the enrolling process, we collect the personal information you give us such as your name and email address.

Unless otherwise agreed with you, we will only collect basic personal data about you and your child. This information includes your name, home address, email address, bank details and your child's date of birth or year group.

We may require additional information that is mutually considered relevant to private tuition and will hold this information where necessary to do so, in order for us to carry out our work.

We will also use Thinkific, the online course creation platform which we use to deliver our courses and to collect and store information about lessons.

2. How do we collect your personal data?

We use different methods to collect data from and about you including through:

Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by phone, email or otherwise. This includes personal data you provide when you

apply for our services;

create an account on our website;

subscribe to our service or publications;

purchase products on our website;

request marketing to be sent to you;

enter a competition, promotion or survey; or

give us feedback or contact us.

3. Why we need the information

We need to know basic personal data in order to provide you with the services you have engaged us to provide, and to assert our right to be recompensed in return for these services as per the agreement we have with you. We will not collect any personal data from you that we do not need in order to provide and oversee the services we have agreed to provide you with.

We may collect and use your personal information for the following purposes:

- To enrol or register you as a new customer.
- To manage, process and deliver tuition services, language courses, classes and webinars to you.
- To notify you of any changes or cancellations of my services or products.

- To manage our financial obligations such as processing of payments and for tax purposes.
- To manage our relationship with you, which will include: notifying you about any changes to our policies, asking you to leave a review or take a survey, and responding to your inquiries, questions and/or other requests.
- To personalise and improve customer experience. We will use data analytics to improve the website, products/services, marketing, customer relationships and experiences.

4. Email marketing and Opting Out: we may send you emails about our site and related course(s), registration, course content, your course progress or other updates. We may also use your email to inform you about changes to the course, survey you about your usage, or collect your opinion.

You are free to withdraw your consent at any time by opting out by using the “unsubscribe” link at the bottom of each marketing e-mail or by contacting me at info@sjlanguages.co.uk. Please note that even if you unsubscribe from marketing material, I may continue to send you service-related updates and notifications or reply to your queries.

5. How long we keep your data.

We will hold your data for as long as you or your child continue to study or work with us and will store the information for twelve months following the completion of tuition or a course. All records regarding attainment will be anonymised as soon as tuition ceases.

By law, we must hold anything relating to safeguarding, accidents, or incidents until the child is 21 years and three months old.

Contracts, consent forms, invoices and payment information must be held for seven years for tax reasons.

When information is destroyed, all data in computer files will either be anonymised or permanently deleted. Emails/phone records will be permanently deleted.

If you consent to marketing, any information we use for this purpose will be kept with us until you notify us that you no longer wish to receive this information.

What we would also like to do with it

We would like to send you information about our services, by telephone, email and SMS. Please note that if you consent to being sent our information via email then your data will be shared with the third-party organisation MailerLite who will make contact on our behalf.

6. Consent.

How do you get my consent?

When you provide us with personal information to become a learner on our site, make a purchase, or participate in the course, you imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

It is assumed that on completing the registration form and paying for the tuition or course, you consent to me holding the information about you or your child on file until twelve months after tuition with me ends.

It is assumed that parents who pay for online tuition or online courses give consent to communicate via the online platform being used. Currently, this is Zoom, although some sessions may be held on other platforms such as Google Meet, Microsoft Teams or skype.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us by email at info@sjlanguages.co.uk

7. Your rights

You have various rights under the GDPR as regards personal data I may hold on you.

You have the right: to be informed as to what data I hold and request copies of such; to have me rectify or complete any such data you deem incorrect or incomplete; to have me erase any such data I may hold on you; to ask that I transfer such data to another organisation or to you; to object to or restrict me from processing any such personal data. Please note, however, that academic tuition for a child (a child is considered anyone under the age of 18) cannot continue after the data is deleted for child protection reasons and that terms and conditions regarding cancellation remain the same.

You have the right to see the information held relating to the tuition agreement. If you wish to exercise this right, you can arrange an appointment to view the information at the beginning of your or your child's tuition session/class or make a request in writing to info@sjlanguages.co.uk

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). I would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact me in the first instance.

8. Time Limit to Respond

I will respond to all legitimate requests within one month. Occasionally it could take me longer than a month if your request is particularly complex, or you have made a number of requests. In this case, I will notify you and keep you updated.

9. Disclosure

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

10. Thinkific

Our courses and learners' site is hosted by Thinkific Labs Inc. ("Thinkific"). They provide us with the online course creation platform that allows us to sell our product/services to you.



Your data is stored through Thinkific's data storage, databases and the general Thinkific application. They store your data on a secure server behind a firewall.

Payment:

If you make a purchase on our site, we use a third party payment processor such as Stripe or Paypal. Payments are encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover.

PCI-DSS requirements help ensure the secure handling of credit card information by our site and related courses and its service providers.

For more insight, you may also want to read Thinkific's Terms of Service here <https://www.thinkific.com/resources/privacy-policy/> or Privacy Statement here <https://www.thinkific.com/resources/terms-of-service/> .

11. Third Party Services

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

Certain providers may be located in or have facilities that are located in a different jurisdiction than either you or us. If you elect to proceed with a transaction that involves



the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

Once you leave our course website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

Links

When you click on links on our course site or website, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

12. Security

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

Cookies

My website may use cookies to enhance your experience as a site user and to help distinguish you from other users of our website. This helps me to provide you with a good experience when you browse my website and also allows me to improve my site. By continuing to browse the site, you are agreeing to my use of cookies. A cookie is a



small file of letters and numbers that is stored on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive for record-keeping purposes. You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of my website may become inaccessible or not function properly.

We may also use automated tracking methods on our websites, in communications with you, and in our products and services, to measure performance and engagement.

Web Analysis Tools

We may use web analysis tools that are built into the SJ Languages website to measure and collect anonymous session information.

13. Age of Consent

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence.

14. Changes to this Privacy Policy

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.

If our site or course is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact Sam Kelly by email at info@sjlanguages.co.uk