

Privacy Policy for Boost Your Grades

Last Updated: 15.01.25

At **Boost Your Grades**, operated by Louise Heaton as a sole trader, I am committed to protecting and respecting your privacy. This Privacy Policy explains how I collect, use, disclose, and safeguard your personal information when you use my online tutoring services, visit my website, or interact with me in any way. By using my website and services, you consent to the data practices described in this policy.

1. Information I Collect

I collect personal information that you provide directly to me, as well as information automatically collected when you use my services. This information includes:

- **Cookies and Tracking Technologies:** I use cookies and similar tracking technologies to enhance your experience on my website. Cookies are small files stored on your device that allow me to recognise you and collect information about your usage patterns. You can manage or disable cookies in your browser settings, but this may affect your ability to use some features of my website. For more information about the cookies I use, please see my cookies policy.
- **Personal Information Data** includes first name, last name, username or similar identifier, title, date of birth and gender (including those of your children requiring tuition).
- **Student Information Data** includes additional details such as the student's age, grade level, subject preferences, learning needs, and academic history.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Financial Data** includes payments to and from you.
- **Transaction Data** includes details of products and services you have purchased from us, attendance for tutoring and feedback.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Profile Data** includes purchases or orders made by you, your interests, preferences, feedback and survey responses. Also includes educational and relevant medical information about your children.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

If You Do Not Provide Personal Data

If you do not provide personal data that I am required to collect by law, or under the terms of a contract with you, I may not be able to fulfill my obligations under the contract (such as providing you with my tuition services). In such cases, I may need to cancel the service, and I will inform you if this happens.

2. How I Use Your Information

I use the information I collect for the following purposes:

- I use personal, student, contact and transaction data to register you as a new customer. This is necessary for the performance of a contract with you.
- I use, personal, student, contact, transaction and profile data so that I can manage, process and deliver my tuition service. This is necessary for the performance of a contract with you and to comply with my legal obligations.
- I use, personal, contact, transaction and financial data to manage my financial obligations such as payments, fees and charges; to collect and recover money owed to me, and to pay taxes. This is necessary for the performance of a contract with you, to comply with my legal obligations and is necessary for my legitimate interests.
- I use, personal, contact, transaction and financial data to manage my relationship with you including notifying you about changes to my terms or privacy policies, and asking you to leave a review or take a survey. This is necessary for the performance of a contract with you, to comply with my legal obligations and is necessary for my legitimate interests.
- I use technical data, such as data analytics to improve my website, products and services, marketing, customer relationships and experiences. This is necessary for my legitimate interests.
- I use personal, student, contact, transaction, marketing and communications data to send you marketing about new products or services. I have your consent to do this. You have the right to withdraw consent to marketing at any time by contacting me.

Change of Purpose

- I will only use your personal data for the purposes for which it was originally collected, unless I reasonably determine that it is necessary to use it for a different purpose that is compatible with the original one. If you would like an explanation of how the new purpose aligns with the original one, please feel free to contact me.
- If I need to use your personal data for an unrelated purpose, I will inform you and provide an explanation of the legal basis that permits me to do so.
- Please note, there may be instances where I process your personal data without your knowledge or consent, in accordance with applicable laws.

3. How I Share Your Information

I do not sell or rent your personal information to third parties. However, I may share your information in the following circumstances:

- **Service Providers:** I may share your information with third-party vendors who assist me in providing my services (e.g. payment processors, email services, IT support). These providers are required to protect your information and use it solely for the purposes of providing services to Boost Your Grades.
- **Legal Compliance:** I may disclose your information if required by law or in response to a valid legal request, such as a subpoena, court order, or government investigation.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or part of my business, your information may be transferred as part of that transaction.

I expect all third parties to uphold the security of your personal data and handle it in compliance with the law. I do not permit our third-party service providers to use your personal data for their own purposes. They are only allowed to process your personal data for specific purposes, as outlined by me, and in accordance with my instructions.

4. Data Security

I take reasonable security precautions to protect your personal information from loss, misuse, and unauthorised access. I have set up guidelines to manage any suspected personal data breaches and will notify you, along with any relevant regulatory authorities, if a breach occurs and I am legally required to do so.

5. Data Retention

I will retain your personal data only for as long as necessary, to fulfill the purposes for which it was collected, including meeting any legal, regulatory, tax, accounting, or reporting obligations. In certain situations, I may store your personal data for an extended period, especially if a complaint is made or if I reasonably believe that potential litigation could arise in connection with my relationship with you.

To determine the appropriate retention period for your personal data, I assess factors such as the amount, nature, and sensitivity of the data, the potential risks of unauthorised use or disclosure, the purpose for processing the data, and whether those purposes can be achieved through other means. Additionally, I consider any applicable legal, regulatory, tax, or accounting requirements.

For tax purposes, I am required by law to retain basic information about my customers (including Contact, Identity, Financial, and Transaction Data) for six years after the customer relationship ends.

In certain situations, you may request the deletion of your data. Please refer to your legal rights below for further details.

In some cases, I may anonymise your personal data (so it can no longer be linked to you) for research or statistical purposes. Once anonymised, I may use this data indefinitely without providing further notice.

6. Your Legal Rights and Choices

You have the legal right to:

- **Access and Update:** You have the right to access and update your personal information at any time by contacting me directly.
- **Opt-Out of Communications:** If you no longer wish to receive promotional emails or newsletters, you can unsubscribe by following the instructions in the email or by contacting me.

- **Delete Your Data:** You may request the deletion of your personal information by contacting me. I will comply with such requests unless I am required to retain the information for legal or legitimate business purposes.
- **Request the Transfer of your Personal Data to Yourself or a Third Party** Note that this right only applies to automated information which you initially consented for me to use or where I used the information to perform a contract with you.
- **Cookies:** You can manage or disable cookies through your browser settings. Please note that disabling cookies may limit your ability to use certain features of my Website.

To verify your identity and confirm your right to access your personal data (or exercise any other rights), I may request specific information from you. This is a security measure to prevent the disclosure of personal data to unauthorised individuals. Additionally, I may reach out to you for further details related to your request in order to expedite my response. I will respond to requests within one month.

7. Third-Party Links

My website may contain links to third-party websites or services. These third parties have their own privacy policies, and I am not responsible for their practices or content. I encourage you to review the privacy policies of any third-party websites you visit.

8. Changes to This Privacy Policy

I may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Last Updated" date will be revised accordingly. I encourage you to review this policy periodically to stay informed about how I am protecting your information.

9. Contact Me

If you have any questions or concerns about this Privacy Policy or how your personal information is handled, please contact me:

Email: louiseheaton@boostyourgrades.co.uk

Phone: +44 (0) 7525087905

Website: <https://www.boostyourgrades.co.uk>

Registered business address: 160 Rural Lane, Sheffield, S6 4BL