

Privacy Policy: The Marketing School

1. Introduction

1.1 We are committed to safeguarding the privacy of our website visitors and service users.

1.2 This policy applies where we are acting as a data controller with respect to the personal data of our website visitors and service users; in other words, where we determine the purposes and means of the processing of that personal data.

1.3 By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

1.4 In this policy, “we”, “us” and “our” refer to **The Marketing School**. For more information about us, see Section 12.

2. Credit

This document was created using a template from SEQ Legal (seqlegal.com).

3. How we use your personal data

3.1 In this Section 3 we have set out:

- The general categories of personal data that we may process;
- The source and specific categories of data (if not obtained directly from you);
- The purposes for which we may process personal data; and
- The legal bases of the processing.

3.2 Usage Data: We may process data about your use of our website and services (“usage data”). This includes your IP address, geographical location, browser type, and navigation paths. The source is Google Analytics. Legal basis: Legitimate interests in monitoring and improving our website.

3.3 Account Data: We may process your name and email address provided by you for operating our website, providing services, and ensuring security. Legal basis: Legitimate interests in business administration.

3.4 Profile Data: We may process your personal profile data (name, address, telephone, email, gender, date of birth, educational and employment details). Legal basis: Legitimate interests in monitoring and enabling your use of our services.

3.5 Service Data: We may process data provided in the course of using our services for the purpose of operating our website and maintaining back-ups. Legal basis: Legitimate interests in business administration.

3.6 Enquiry Data: We may process information contained in any enquiry you submit to us regarding goods and/or services for the purposes of marketing and selling. Legal basis: Legitimate interests.

3.7 Transaction Data: We may process information relating to purchases, including contact and card details, for supplying goods/services and record-keeping. Legal basis: Performance of a contract.

3.8 Notification Data: We may process information you provide for subscribing to our email notifications or newsletters. Legal basis: Performance of a contract.

3.9 Correspondence Data: We may process information contained in any communication you send us for record-keeping and communication purposes. Legal basis: Legitimate interests.

4. Providing your personal data to others

4.1 We may disclose your personal data to any member of our group of companies insofar as reasonably necessary for the purposes set out in this policy.

4.2 We may disclose your personal data to our insurers or professional advisers for managing risks, obtaining advice, or legal claims.

4.3 We may disclose your personal data where necessary for compliance with a legal obligation or to protect your vital interests.

5. Retaining and deleting personal data

5.1 Personal data that we process shall not be kept for longer than is necessary for that purpose.

5.2 We will retain your personal data where necessary for compliance with legal obligations or to protect vital interests.

6. Amendments

6.1 We may update this policy from time to time by publishing a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

7. Your rights

7.1 You may instruct us to provide you with any personal information we hold about you, subject to a fee (currently £10) and appropriate evidence of identity.

7.2 You may instruct us at any time not to process your personal information for marketing purposes.

8. Cookies

8.1 A cookie is a file containing an identifier sent by a web server to a web browser. Cookies do not typically contain information that personally identifies a user, but personal information we store may be linked to the data in cookies.

9. Cookies that we use

We use cookies for:

- **Authentication and Status:** To identify you and determine if you are logged in.
- **Personalisation:** To store your preferences.
- **Security:** To protect user accounts and prevent fraud.
- **Analysis:** To analyse the performance of our website.

10. Cookies used by our service providers

10.1 We use **Google Analytics** to analyse website use. Google's privacy policy is available at: google.com/policies/privacy/.

11. Managing cookies

11.1 Most browsers allow you to refuse or delete cookies. Blocking all cookies will have a negative impact upon the usability of many websites.

12. Our details

12.1 This website is owned and operated by **The Marketing School**

12.2 Our principal place of work is at 2 Victory Gardens, Barnsley S70 5FD

12.3 You can contact us by post to the address above, using our website contact form, or by the email published on our website.

13. Data protection officer

Our data protection officer's contact details are: **Claire Taylor, Director, The Marketing School.**