

# Privacy- GDPR Policy

Metadata Training

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## 1. Policy statement

The Metadata prides itself on customer service and this policy has been produced to advise how we handle your personal information providing clarity on what information we hold, how we use it, and how we protect it.

We respect your privacy and protecting your information is paramount. We would ask that you read this Privacy Policy carefully as it contains important information about what to expect when we collect personal information about you and how we will use your data.

## 2. Privacy Policy

- I. Metadata Ltd uses your personal data to provide our training services to you. We have described how we collect, store and use your data in this Privacy Policy. We take seriously our responsibilities to look after your data and we are committed to protecting your privacy. There are steps you can take to control what we do with your data and we have explained those steps in this Privacy Policy.
- II. When we talk about data and personal data in this Privacy Policy, we mean personal data which identify you or which could be used to identify you such as your name and contact details, your course bookings and exam results.

## 3. Who is responsible for your Data

- o Metadata Ltd. is responsible for your data. Our registered address is 2 Harestone Valley Road, Caterham, Surrey CR3 6HB, registered as a company in England and Wales under company number 2285125. We are the data controller of the data which we collect from you, and as such we control the ways your personal data are collected and the purposes for which your personal data are used.

#### 4. Personal Data we collect about you

Depending on how you use our services and our websites, we might collect the following kinds of information about you:

Your name and contact details (email, phone and address)	When you book a course with us
	When you contact us through the website using contact us form, live chat or any other forms
	When you call us to request for information
Information about the courses you booked with us Information about the courses you are interested in Information about your exam results	When you book a course with us
	When you make an enquiry
	When you take an exam with us

Communication we have with you (emails, messages to our online chat service, messages sent to us through our social media platforms, feedback)	When you get in contact with us
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## 5. Sensitive personal data

Certain kinds of personal data, such as data about your racial or ethnic origin, your physical or mental health, your religious beliefs or alleged commission or conviction of criminal offences, are special categories of personal data which by law require additional protection. We try to limit the circumstances in which we collect sensitive personal data of this kind, but we do collect and process it when for example:

- I. You have requested special assistance for a course or exam.
- II. You have requested a special meal type which implies or suggests your religion (e.g. a kosher meal) or a health issue (e.g. a gluten-free meal).
- III. By providing any sensitive personal data, you explicitly agree that we may collect it and use it to provide services to you.

## 6. How we use your personal data

We can only use your personal data if we have a proper reason for doing so. According to the law, we can only use your data for one or more of these reasons:

- I. To fulfill a contract we have with you, or
- II. If we have a legal duty to use your data for a particular reason, or
- III. When you consent to it, or

- IV. When it is in our legitimate interests.
- V. Legitimate interests are our business or commercial reasons for using your data, but even so, we will not unfairly put our legitimate interests above what is best for you.
- VI. In the table below, we have set out the different ways in which we use your personal data and the reasons we rely on for using that data. If we rely on our legitimate interests for using your personal data, we will explain that to you.

What we use your personal data for	Legal grounds for using it	Our legitimate interests
To provide services to you	Fulfilling contracts	Keeping our records up to date, working out which of our products and services may interest you
Communicating with you and to send you information about your course booking and exam results	Our legitimate interests With your consent	Developing products and services and what we charge for them  Being efficient about how we fulfill our contracts, provide our services and fulfill our legal duties

To communicate with you and manage our relationship with you	Fulfilling contracts	Keeping our records up to date, working out which of our products and services may interest you
To inform you about our news and offers that we think you might be interested in	Our legitimate interests With your consent	Being efficient about how we fulfill our contracts, provide our services and fulfill our legal duties
To run our business in an efficient and proper way	–	–
To fulfill our administrative purposes including accounting and billing	Fulfilling contracts	Being efficient about how we fulfill our contracts, provide our services and fulfill our legal duties
To improve our services	Our legitimate interests	–
To manage how we work with other companies that provide services to us and our customers	Our legal duty	Identifying ways to improve the way we deliver services to our customers

To protect our business interests	–	–
To develop and manage our brand, products, and services	Fulfilling contracts	Being efficient about how we fulfill our contracts and provide our services
To test new products and services	Our legitimate interests	Identifying ways to improve the way we deliver services to our customers

## 7. Marketing: How to manage the marketing messages you receive

- I. We may send you marketing communications by email if you have indicated that you are happy to receive such emails. Our marketing communications include information about our new and existing services, special offers we think you might like and other training services which we think might be useful to your career.
- II. If you have previously opted-in to receiving emails from us, you can choose what kind of information you want to receive from us, or you can opt out of receiving marketing emails from us at all by clicking on the unsubscribe link which we include in all our marketing emails. You can update your preferences at any time.
- III. Please note that if you tell us that you do not wish to receive marketing emails, you will still receive service emails which are necessary for example to confirm your booking or to update you on the status of your bookings. We will use the contact details you give us when you are booking a course with us (either your mobile telephone number, your email address or both) to provide you with information related to the course you are booked for. This is so that we can perform the contract we have with you.
- IV. Please note that if you ask us to stop sending marketing emails, we will keep a note of your personal information and your request so that we can make sure you are excluded from the emails when they are sent out.



## 8. How long do we keep your data?

We keep your data only for as long as we need it. How long we need data depends on what we are using it for, whether that is to provide services to you, for our own legitimate interests (described above) or so that we can comply with the law.

We will actively review the information we hold and when there is no longer a customer, legal or business need for us to hold it, we will either delete it securely or in some cases anonymise it.

## 9. How we protect your data

- I. We protect your personal data against unauthorised access, unlawful use, accidental loss, corruption or destruction.
- II. We use technical measures such as encryption and password protection to protect your data and the systems they are held in. We also use operational measures to protect the data, for example by limiting the number of people who have access to the databases in which our booking information is held.
- III. We keep these security measures under review and refer to industry security standards to keep up to date with current best practice.

## 10. Sharing Your data

- I. We share some of your personal data with, or obtain personal data from, the following categories of third parties:
  - o **Third-party accreditation partners and our lecturers:** To be able to process your exams and issue you with your qualifications.

- **Training partners who provide services to us:** To be able to fulfill the contract we have with you and provide you with the required services. We will make sure that our partners respect your personal data and comply with data protection laws.
- **Third-party cloud software:** To be able to communicate with you, provide you with the right information, get your feedback and improve our services that we offer to you. We will make sure that our third-party software companies respect your personal data and comply with data protection laws.
- **Data analytics companies and advertisers:** Depending on the cookies settings you have selected we may use your data in our customer management software. This platform helps us to understand more about you and your interests. We may share a limited and pseudonymised (or partially anonymised) version of your data with other advertisers or add to your data other information which we have received from third party advertisers. We may use such data to make the connection between you and the devices you use. For more information about this process, please see our Cookies Policy.
- **Your credit and debit card information:** In order to process payments and prevent and detect fraud, we process payment card data through our payment card and fraud management services providers.

## 11. Your rights

- I. You are entitled to see copies of all personal data held by us and to amend, correct or delete such data. You can also limit, restrict or object to the processing of your data. You can contact us at [info@metadatatraining.co.uk](mailto:info@metadatatraining.co.uk) to update your details.
- II. If you gave us your consent to use your data, e.g. so that we can send you marketing emails, you can withdraw your consent. Information about how to stop receiving marketing communications is set out above under the heading 'Marketing: How to manage the marketing messages you receive'. Please note that even if you withdraw your consent, we can still rely on the consent you gave as the lawful basis for processing your data before you withdrew your consent.
- III. You can object to our use of your data where we rely on our legitimate interests to do so. We explained the legitimate interests we rely on in the table above under the heading 'How we use your personal data'.

- IV. To raise any objections or to exercise any of your rights, you can send an email to us at [info@metadatatraining.co.uk](mailto:info@metadatatraining.co.uk) or you can write to us at 2-6 Croyley Street, London, N17GF.
- V. When you get in touch, we will come back to you as soon as possible and where possible within one month. If your request is more complicated, it may take a little longer to come back to you but we will come back to you within two months of your request. There is no charge for most requests, but if you ask us to provide a significant amount of data, for example, we may ask you to pay a reasonable admin fee. We may also ask you to verify your identity before we provide any information to you.
- VI. If Metadata Training decides to change this privacy policy, the changes will be posted on this page.

## **12. Complaints**

If you have any complaints concerning Metadata Training's processing of your personal data please email us at [info@metadatatraining.co.uk](mailto:info@metadatatraining.co.uk) or write to us at Metadata Training, 2-6 Croyley Street, London, N17GF.

## **13. Contact us**

You can write to us at Metadata Training, 2-6 Croyley Street, London, N17GF or you can send an email to us at [info@metadatatraining.co.uk](mailto:info@metadatatraining.co.uk).