

Insight Privacy & Cookies Policy

At Insight Education (IE) Ltd (company number: 8934853) is committed to protecting, respecting and safeguarding your privacy. The purpose of this Policy is to explain what personal information or other data we collect from you and why, how we process and protect your personal information and how you can exercise your privacy rights. We recognise your right to control how your personal information is collected and used. Please read our Policy to understand our practices, acknowledging that we reserve the right to periodically amend or revise this Privacy Policy. You may contact us with queries in relation to this Policy or your personal information by contacting Mark Cousins at mcousins@insight-ed.co.uk

1 Why we collect data

Personal information is collected by the company for purposes that include monitoring the performance of our service delivery, inform improvement of products and services and to pass to delivery partners (e.g. mentors/tutors). This enables IE to function as a business to fulfil our contractual obligations to you. We keep client information for up to 10 years after ceasing our services to you, given the nature of our service is to provide an educational roadmap for families from age 11 through to adulthood.

2 What information do we collect?

The first type of information IE collects is “non-identifiable information” pertaining to a User, which may be gathered when browsing our website and social media channels. “Non-personal Information is unconnected with the personal identity or private details of Users such as contact details and residential address etc).

The second type of information is “Individually identifiable” information which identifies an individual. This is collected through website forms, telephone calls, emails, social media platforms, either electronically or verbally or through publicly available online sources (i.e. partners’ company sites). They may be expressions of interest in services as clients, applications to be partners or potential mentors/tutors. Such information includes:

- (i) Full name of parent and/or student
- (ii) age/date of birth of student
- (iii) parental home and student address (i.e. school)
- (iv) email address
- (v) phone numbers, WhatsApp, WeChat, Zoom details
- (vi) English level details of participants (IELTS, TOEFL etc)
- (vii) your payment details, including billing addresses and credit card details when purchasing one of our services.
- (viii) marketing consents (newsletter etc)

We receive your Personal Information from various sources when you register for services through our website or events on Eventbrite, interact with us on our social media channels, including Facebook, Instagram, Twitter, LinkedIn and YouTube, correspond with us WhatsApp or WeChat. We also receive Personal Information when you meet us online through Zoom or ClassIn, register details with third-party partner providers e.g. DBS checking service or subscribing to IE Newsletter and our Blog by Mailchimp.

3 How we share this information

We do not rent, sell or share your information with third parties, except as described in this Privacy Policy. To fulfil a contract between us and you when you register interest in one of our services, we share data within our team and linked professionals (tutors, mentors, consultants and other education-related professionals) to verify your identity, arrange educational provision for you, highlight current or new courses to you, process payment details and to statistically analyse use of our website and social media channels.

We may also disclose information to comply with any applicable law, regulation, legal process or governmental request, enforce our policy and to prevent harm to the rights, property or safety of us, our Users (refer to child safety policy), yourself or any third party.

4 Cookies

A "cookie" is a small piece of information that websites assign to a User's device while a User is viewing a website. This is helpful in allowing you to navigate between pages efficiently, enabling automatic activation of certain features, remembering preferences and making the interaction between you and our Services quicker and easier. Cookies are also used to help make sure that the advertisements you see are relevant to you and your interests and to compile statistical data on your use of our Services. You may remove the cookies by following the instructions of your device browser preferences.

5 Safeguarding your information

We require our business partners to comply with similar security requirements, in accordance with this Privacy Policy. Although we take reasonable steps to safeguard information, we cannot be responsible for the acts of those who gain unauthorised access or abuse our Site, and we make no warranty, express, implied or otherwise, that we will prevent such access.

6 Transfer of data outside UK and European Economic Area (EEA)

Some of our data recipients may be located outside UK and EEA, including the USA. Our third-party service providers located outside of the EEA are: Google, Zoom, Eventbrite, MailChimp and ClassIn. In such cases (apart from ClassIn based in China) we will transfer your data only to such countries as approved by the European Commission as providing adequate level of data protection, or enter into legal agreements ensuring an adequate level of data protection. We only use ClassIn with the consent of clients or for participants based in China.

7 Advertisements

We may use third party analytics on our website and social media to suggest adverts to Users on our social media channels and site to personalise your browsing experience based on IE services that interest you. You may opt out of many third-party ad networks at any time.

8 Marketing

We may use your Personal Information such as name, email address, telephone number, etc., ourselves or by using our third-party subcontractors, to provide promotional materials concerning our services which we believe may be of interest to you. You can deny consent or opt out of existing subscriptions to marketing materials and any attached email address or other personal data from our marketing distribution lists.

9 Minors

We understand the importance of protecting children's privacy, especially in an online environment. Under no circumstances shall we allow the use of our services by minors without prior consent or authorisation by a parent or legal guardian. We do not knowingly collect Personal Information from minors. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at info@insight-ed.co.uk.

10 User Rights

You may request from Insight Education (IE) confirmation as to whether your personal information and any supplementary information provided as part of online forms or email correspondence is stored by our company. We will make this available to you in an accessible format. You can also request deletion of your Personal Information.

11 Retention

We retain your personal information for as long as necessary to provide our services, and in line with our legal obligations, to resolve disputes and enforce our policies.

Personal information will be used for marketing purposes by consent until requested to stop. IE will ensure your wishes are respected and protected. We may amend or remove incomplete or inaccurate information, at any time and at our own discretion.

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