

General Data Protection Regulation (GDPR)

This document discloses Incredible Me Education Ltd's policy on the storage and use of data in line with the new General Data Protection Regulation (GDPR) laws.

Incredible Me Education Ltd is committed to protecting the privacy of our clients and we process personal data with utmost care in accordance with the General Data Protection Act 2018.

Personal information is used by us and those who work for us to provide our clients with a bespoke service. We may also use this information for analysis, research or screening purposes.

All personal data stored by us is password-protected. We have never - and will never - share, sell or rent this information to third parties for marketing purposes.

> Addresses

- We store this data for correspondence and it is also used to send birthday cards to clients.

> Phone Numbers

- We store this information so we can contact our clients in relation to sessions and events.

> Email Addresses

- We store this data in order to contact our clients in relation to sessions and events, and to send regular newsletters with blogs and important information about Incredible Me.

> Bank Details

- In the event that a client should disclose their bank details for refund purposes, this information is deleted from email immediately after the refund has been given.

> Birthdays

- We store this data to enable us to send birthday cards to our clients.

> School information

- We store this data to ensure that we can adjust our term dates in line with the schools at which our broadest clientele base attend.

> Photographs

- Photography from events such as small group workshops is stored for future use via our website and social media profiles. Permission for using these photos is sought at our first meeting with clients. Should a client cease to use our services, their personal data will be password-protected and stored for 5 years from the date on which we were informed. We may still contact the client under the valid lawful basis of 'legitimate interest' set out under GDPR during this time. Should a client disclose that they would no longer like to hear from us, their information will be deleted immediately.