

## **Private Hire Academy - Privacy Policy**

### **Introduction**

Private Hire Academy is committed to protecting and respecting your privacy.

Private Hire Academy is a limited liability company established in England with a registered office at 8 Park Road South, Havant PO9 1HB,

And for the purposes of the General Data Protection Regulation (the "GDPR"), when you create an account on our online platform, Private Hire Academy will be the data controller.

This policy sets out on a basis on which we will process any personal data or usage information that you provide to us, in connection with your use of our website <https://privatehireacademy.co.uk/> or via email.

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### **Disclaimer:**

All data that you provide to us will be used internally only.

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### **What types of information do we collect and how?**

- **Information provided by you.** This will vary from contact details such as telephone, email addresses and social media to Driver's Licence Number and full name.
- **CCTV Information.** Our office is equipped with indoor video surveillance systems which do not record sound. These recordings are for security purposes and test surveillance.

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### **How will we utilize this information?**

All of this information will be utilized:

- to communicate with you;
- to provide you with a personalized learning account on our e-platform;
- to verify your eligibility to undertake a course;
- to identify our users;

- to sign you up for our newsletters or alerts;
- to meet customer service requirements and for complaint handling and feedback.

### **Technical usage information**

When you visit our Websites we automatically collect the information sent to us by your computer, mobile phone or other access device. This information includes:

- your IP address;
- mobile network information;
- standard web information, such as the pages you access on our Website;
- all downloadable content from our website.

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### **Do we use cookies?**

We use cookies to collect information about your browsing activities over time and across our website following your use of our services. This is used to measure the performance of our Websites to remember your details and store your preferences for a short period of time. They allow us to recognize and count the number of users to see how users move around the Websites when they are using them. You can find more information about cookies and how we manage them at <http://www.allaboutcookies.org/>.

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### **Where do we store your personal data?**

Our data is securely stored in external cloud servers.

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### **The security of your personal data**

Unfortunately, the transmission of information via the internet or email is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your information transmitted through the Websites, Apps, over email or via our contact centers; any transmission is at your own risk. Once we have received your information, we will take appropriate technical and organizational measures to safeguard your personal data against loss, theft and unauthorized use, access or modification.

We will, from time to time, host links to and from the websites of our affiliates or third parties. If you follow a link to any of these websites, these websites will have their own privacy policies and we do not accept any responsibility or liability for these policies. Please check these policies before you submit any information to those websites.

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### **How long do we store your personal data for?**

To determine the retention period of your personal data, we consider several criteria to make sure that we do not keep your personal data for longer than is necessary of appropriate.

These criteria include:

- the purpose for which we hold your personal data;
- whether our relationship with you is ongoing, for example, you have an active account with one or more of our brands, you continue to receive marketing communications, or you regularly browse or purchase off our Websites/Apps);
- whether you are no longer actively participating or engaging with our brands, for example, you do not open our emails, visit our Websites, or share user generated content;
- any specific requests from you in relation to the deletion of your personal data;

We will retain your information as follows:

- Depending on your account type, your data will be held for up to 5 years from the initial generation of your account on our website.

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### **Your Rights**

You have rights in relation to the personal data we hold about you. Some of these only apply in certain circumstances.

**Access:** You have the right to ask us to access the personal data we hold about you and be provided with certain information about how we use your personal data and who we share it with.

**Correction:** You also have the right to ask us to correct your personal data where it is inaccurate or incomplete.

**Erasure:** In certain circumstances, you have the right to ask us to delete the personal data we hold about you.

In addition, you have the right to complain to the Information Commissioner's Office or other applicable data protection supervisory authority.

Please note that these rights are limited, for example, where fulfilling your request would adversely affect other individuals or company trade secrets or intellectual property, where there are overriding public interest reasons or where we are required by law to retain your personal data.

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### **Objection to Marketing**

At any time you have the right to object to our processing of data about you in order to send you marketing communications. You can unsubscribe from any of the marketing on the emails themselves or contact us via email, found on our website <https://privatehireacademy.co.uk/contact> .

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### **Changes**

Any changes we will make to this policy in the future will be posted on this page. Please check back frequently to see any updates or changes to this policy.

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### **Contact**

Questions, comments and requests regarding this policy are welcomed and should be addressed to [admin@phac.co.uk](mailto:admin@phac.co.uk). You can also write to our Data Protection Officer at PHA, 8 Park Road South, Havant, PO9 1HB.