

# PRIMARY PE PLANNING PRIVACY POLICY

## 1. Important information and who we are

This privacy policy gives you information about how Primary PE Planning Ltd collects and uses your personal data through your use of this website, including any data you may provide when you register with us, sign up to our newsletter, purchase and/or use a product or service, or if your child takes part in the filming of our PE training videos.

### **Controller**

Primary PE Planning Ltd is the controller and is responsible for your personal data (collectively referred to as "we", "us" or "our" in this privacy policy).

We have appointed a data protection manager who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise your legal rights (paragraph 9) please contact the data protection manager in the 'Privacy Centre' section of our website or by following this link [Privacy Centre – Primary PE Planning](#) or contact us by using the information set out in the contact details section (paragraph 10).

## 2. The types of personal data we collect about you and how your personal data is collected

### **General**

#### **What type of data is collected?**

Under this section, 'General, ' we have included the types of data that we may collect from website users, registered users, school pupils, parents and/or guardians, whose data we may collect, use, store and transfer. We have grouped together as follows:

- **Identity Data** can include first name, last name, username or similar identifier, marital status, title, date of birth, and gender.
- **Contact Data** may include email address and/or telephone numbers.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, device ID and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password, preferences, feedback and survey responses.

- **Usage Data** includes information about how you interact with and use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.
- **Image Data** consists of images and/or films of pupils in PE training videos.

#### **How is this data collected?**

We use different methods to collect data from and about you, including through:

- **Your interactions with us.** You may give us your personal data by using our services, filling in online forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - create a user account;
  - upload images to the website or via the services we provide;
  - subscribe to our service or publications;
  - request marketing to be sent to you;
  - enter a competition, promotion or survey; or
  - give us feedback or contact us.
- **Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see our cookie policy [\*Cookies Policy – Primary PE Planning\*](#) for further details.
- If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included.

#### **Training Video Participants**

##### **What type of Data is collected?**

We occasionally film PE lessons to create tailored PE lesson training plans for primary school teachers and specialist PE coaches, these videos will contain Image Data.

##### **How is this data collected?**

This Image Data is obtained by our team at the relevant participating schools only when we have notified the parents and/or guardians that such filming is taking place, and they have agreed to the privacy notice provided to them. This image data is used in accordance with the privacy notice and consent form and this privacy policy.

## **Data Relating to Pupils**

### **What type of Data is collected?**

We occasionally process Pupil Data when a school has purchased the PE Tracker tool, and a teacher and/or PE coach uploads this Pupil Data to our website.

- **Pupil Data** includes a pupil's name, age, class and personalised notes from the PE coach or teacher, and, where deemed necessary by the teacher and/or PE coach, images of pupils during PE lessons.

### **How is this data collected?**

We receive Pupil Data when a teacher and/or PE coach uses the PE Tracker tool to track the development of pupils in PE lessons and uploads it to our website.

### **How is this data safeguarded?**

We only process Pupil Data when a school has purchased the PE tracker tool. We take great care in handling this data and ensure that only the relevant registered users in the school where the pupil is a student can access it. For example, we only provide access to users with school email accounts and not private email addresses. On rare occasions, we may access Pupil Data at the request of the school for administrative or maintenance purposes.

## **3. How we use your personal data**

### **Legal basis**

The law requires us to have a legal basis for collecting and using your personal data. We rely on one or more of the following legal bases:

- **Performance of a contract:** Where we need to perform the contract we are about to enter into or have entered into with you or your employer.
- **Legitimate interests:** We may use your and/or a pupil's personal data where it is necessary to conduct our business and pursue our legitimate interests, for example, to enable us to provide our services to schools (or to coaching companies that provide their services to schools). We make sure we consider and balance any potential impact on you and/or a pupil's rights (both positive and negative) before we process your and/or a pupil's personal data for our legitimate interests. We do not use your and/or a pupil's personal data for activities where our interests are overridden by the impact on you and/or pupils unless we have your consent or are otherwise required or permitted to by law.
- **Legal obligation:** We may use your personal data where it is necessary for compliance with a legal obligation that we are subject to. We will identify the relevant legal obligation when we rely on this legal basis.
- **Consent:** We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose, for example if you subscribe to an email newsletter.

## Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use the various categories of your personal data, and which of the legal bases we rely on to do so. This table includes all the data which we process, so each purpose/use is not necessarily relevant to you.

Purpose/Use	Type of data	Legal basis
<b>General</b>		
To create a user account for you.	(a) Identity (b) Contact	(a) Performance of a contract (b) Necessary for our legitimate interest to provide our services to you
To display the comments which you leave on our website.	(a) Technical (b) Identity	(a) Necessary for our legitimate interest to host the comments which you post
To respond to contact forms, requests, complaints and queries.	(a) Identity (b) Contact (c) Profile	(a) Performance of a contract. (b) Necessary for our legitimate interest to provide our service to you
To host the images and articles you post on our website.	(a) Identity (b) Contact (c) Image	(a) Performance of a contract (b) Necessary for our legitimate interest to host the images and articles which you have posted on our
Notifying you about changes to our terms or privacy policy.	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract (b) Necessary to comply with a legal obligation
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting and storing data).	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests to deliver our services to you, including maintaining data security and hosting data relevant to our service  (b) Necessary to comply with a legal obligation

To deliver relevant website content and online advertisements to you and measure or understand the effectiveness of the advertising we serve to you.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	(a) Necessary for our legitimate interests to provide our service to you and to track your engagement with our service and/or website
To use data analytics to improve our website, products/services and to ensure the security of our services.	(a) Technical (b) Usage	(a) Necessary for our legitimate interests to improve the customer and/or user experience
To send you relevant marketing communications.	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	(a) Necessary for our legitimate interests to promote and market our services to potential new customers (b) Consent
<b>Training Video Participants</b>		
To share tailored PE training videos with primary school teachers and specialist PE coaches.	(a) Image Data	(a) Necessary for our legitimate interests to provide our services to schools
<b>Pupils</b>		
To allow registered users to keep track of pupils' progress during PE lessons.	(a) Pupil Data	(a) Necessary for our legitimate interests to provide our service to schools

## Direct marketing

You will receive marketing communications from us if you have requested information from us or purchased services from us, and you have opted in to receiving direct marketing.

## Opting out of marketing

You can ask to stop sending you marketing communications at any time by following the opt-out links within any marketing communication sent to you or by contacting us using the contact details in section 10 below.

If you opt out of receiving marketing communications, you will still receive service-related communications that are essential for administrative or customer service purposes, updates to our Terms and Conditions, and checking that your contact details are correct.

## **Cookies**

For information about the cookies we use and how to change your cookie preferences, please see [Cookies Policy – Primary PE Planning](#).

## **Embedded content from other websites**

Articles on our website may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor had visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

## **4. Disclosures of your personal data**

We may share your personal data with the following third parties:

### **Schools and Coaching Companies:**

We share Image Data to provide our services to schools and coaching companies that work with schools. The Image Data is used to create online video PE tutorials. These videos are hosted on a secure third party website, 'www.vimeo.com', with the ability for registered users to access them via our secure website 'www.primarypeplanning.com'. Registered users are primary school teachers and specialist PE coaches at schools.

### **Web Developers**

We share Usage Data with our web developers for the sole purpose of essential site administration and user support. All Usage Data entered onto this website is treated in the strictest confidence and stored securely in our encrypted database.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

### **Vimeo**

Image Data is transferred to Vimeo, who provide an embedded video service that allows registered users to view the PE training videos on our website. The PE training videos have restricted access, meaning they are only ever accessed by registered users on our website. The videos are not publicly available and are not accessible on the Vimeo website. For more information on the safeguarding steps used to transfer the Image Data to Vimeo, please see section 6 below.

## **5. What third parties we receive data from**

We receive data from Google Analytics, which is used for general tracking of site use, and from WordFence, which automatically alerts our systems to suspect activity and potential threats from non-human users trying to access our login screens.

## 6. International transfers

### Vimeo

We transfer Image Data to Vimeo, who store the data on servers located in the US and globally. To ensure the Image Data is protected, Vimeo utilise Standard Contractual Clauses and the UK Extension to the EU-U.S. DPF framework, where appropriate. Vimeo has also certified that it adheres to the DPF Principles. This ensures that when the Image Data is transferred outside of the UK, it is afforded the same level of protection as it receives in the UK. For more information on how Vimeo processes its data, please see [Privacy Policy on Vimeo](#).

### Foreign Schools

We may transfer Image Data to schools in countries that have laws that do not provide the same level of data protection as UK law.

Whenever we transfer Image Data to schools outside of the UK to countries which do not have an adequacy decision, we use specific standard contractual terms approved for use in the UK, namely the UK International Data Transfer Agreement (IDTA). The IDTA gives the transferred Image Data the same protection as it has in the UK. To obtain a copy of these contractual safeguards, please contact our Data Protection Manager.

Before carrying out the transfer, we also carry out Transfer Risk Assessment (TRA) to identify and mitigate any risks associated with the transfer, and document any additional safeguards required as a result of our TRA.

## 7. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We do this by ensuring that relevant personal data is stored securely on our encrypted servers.

We also use automated decision-making and/or profiling to increase the security of personal data. We use Usage Data to identify potential threats to our website security and to ensure that the integrity of our platform is maintained for the protection of legitimate users. Occasionally, a user may be asked to complete a CAPTCHA verification to ascertain that users are human.

In the event of a data breach, where appropriate, a notification will be sent out to all users' email addresses supplied during account creation.

## 8. Data retention

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

All users can see, edit, or delete their personal information at any time (except that they cannot change their username). Website administrators can also see and edit this information.

In some circumstances, you can ask us to delete your data: see paragraph 9 below for further information.

## 9. Your legal rights

You have a number of rights under data protection laws in relation to your personal data. You have the right to:

- Request access to your personal data (commonly known as a "subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data in certain circumstances. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) as the legal basis for that particular use of your data (including carrying out profiling based on our legitimate interests). In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your right to object.
- You also have the absolute right to object any time to the processing of your personal data for direct marketing purposes.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format.



Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in one of the following scenarios:
  - If you want us to establish the data's accuracy;
  - Where our use of the data is unlawful but you do not want us to erase it;
  - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or
  - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

If you wish to exercise any of the rights set out above, please contact our Data Protection Manager.

### **No fee usually required**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

### **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **Time limit to respond**

We try to respond to all legitimate requests within one month. Occasionally, it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **10.Contact details**

If you have any questions about this privacy policy or about the use of your personal data or you want to exercise your privacy rights, please contact our Data Protection Manager or us in the following ways:

- **Name:** Primary PE Planning Ltd,
- **Address:** 141 Marley Fields, Marley Fields, Leighton Buzzard, England, LU7 4WJ
- **Data Privacy Manager:** Mrs E. Pattison
- **Telephone number:**       **Office:** 01525 794700   **Mobile:** 07779101722
- **Email address:** hello@primarypeplanning.com

## 11.Complaints

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK regulator for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## 12.Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us, for example a new address or email address.