

Applied Inspiration Privacy Policy

In this Privacy Policy, references to “we” or “us” or “the Company” and “Applied Inspiration” are to Applied Inspiration International Ltd, who will be the controller of any personal data processed as described in this privacy policy. If you have any questions about your personal information, please contact inspired@appliedinspiration.co.

Some definitions:

Partners means people or organisations who have contracted us to provide Services to them independently or on their behalf.

Participant means a person or organisation who engages with, in or on a Service or uses a Service.

Services means services provided by or through Applied Inspiration, including any programme offered, project, survey, research, consultancy or advice provided, whether for a fee or offered pro bono.

This Privacy Notice relates to your personal information, which is any information that could be used to identify you as an individual. This Privacy Notice explains how we collect, store and use the information you provide to you or that we otherwise collect about you – this may include some information that we have already collected when you first have the opportunity to read this Privacy Notice.

Applied Inspiration International Ltd respects your privacy. We do not sell, trade, rent, exchange or distribute personal details to third parties without your express permission.

We will use your contact details as appropriate to the relationship you enter into with us – for example if you send us your contact details for follow-up communications from us, we will get in touch via the channels you give us permission to.

1.1 What kind of information we collect and why

We may collect data about Participants to help us target our work, carry out projects with or for Partners, run our services and evaluate the impact of our work. When you use our Services, to enable us to provide you with the best possible service, we may collect and process certain information (including personal information) that either:

- you provide to us when registering for our online platform;
- you participate in one of our outreach or engagement programmes or any other Service we provide;
- to fulfil any contractual agreements between you and us;
- to manage your account that you hold with us;
- is transferred to us from third parties including:
 - other institutions that have contracted with us to carry out any projects with or for them; and/or
 - individuals holding a Disclosure and Barring Service enhanced clearance, who are authorised by us and/or our Partners to implement and maintain an online/ offline programme,
- you or someone else upload, post or provide to us for the use of our Services (including any online survey in which you may participate) or any online platform we may offer; or
- you provide to us in any other way, for example by emailing us, disclosing to us by telephone or during any meeting you may have with us.

This information may include the following:

- **personal contact details**, including your name, postcode, mobile telephone number and e-mail address;
- **special categories of personal data**, including race and ethnic origin
- **biographical details**, including information about your employment or education and DBS/CRB checks where applicable;
- **demographic information**, including information in relation to your age, gender, interests and hobbies; and
- **statistical information**, relating to your use of our Services, including course progression, messages sent or received, and number of visits to our Services,

We do not use this information except in the provision of our Services to you.

We may also collect certain types of information automatically, including:

- your Internet Protocol (IP) address or device identifier;
- your device's operating system and browser type; and/or
- details of the websites visited before or after you visit our website, pages viewed and activities undertaken whilst using our Services.

1.2 How we use of your information

We abide by applicable data protection law in our collection, use and other processing of your personal information. Applied Inspiration may use your information for the purposes described in this Privacy Policy or as otherwise disclosed to you in our Services agreement or within the services themselves. For example, we may use your information:

- to set up a Participant account to enable use of our Services;
- so we can carry out our Services for you and for our Partners, including:
 - for our day to day operations;
 - to meet our objectives; and
 - to comply with legal obligations;
- to communicate with you about your use of our Services, including by way of survey where applicable;
- so we can better tailor are services to you and our Partners - Applied Inspiration will always anonymise any information used for these purposes to protect your identity;
- monitoring, evaluation, research and reporting purposes in respect of our Services – except as discussed below. We analyse data from Participants in our Services and publish reports on based on the data. We will always anonymise any information used for these purposes to protect your identity. We will use Participant data to ensure that you are eligible to participate in a Service, and to help us prioritise applications. Where required, we may use data about you (e.g. health conditions, contact details) to ensure that you are safe when participating in a Service. We use data about you and your knowledge, attitudes and beliefs to help us understand the impact on Participants of our Services; and
- if you opt-in, to contact you about the Services for which you have expressed an interest and, also, other goods, services and features we and/or our Partners believe that you will find interesting or useful. Each time you are contacted, you will be told whom you need to inform if you do not want to be contacted again by that person.

1.3 Legal basis for processing your information

- Our legal basis for collecting and using the personal information described above will depend on the personal information described above will depend on the personal information concerned and the specific context

- We will normally collect personal information from you only when a) we have your consent, b) when we need personal information to perform a contract with you, or c) when it is transferred to us from a Contracted Partner to carry out our legal contractual obligations.

1.4 How we may share and disclose your information

Your privacy is very important to us.

We will not share your personal information with anyone outside of the Company, other than with contractors who have agreed to comply with this policy and any Partners relevant to your use of our Services or our service providers (so we can provide our Services to you), except in the very limited circumstances discussed below. The platform does also allow you to share personal information with other parties.

- We may keep track of the learning progress after you have completed programmes, so that we can assess the effectiveness of our Services and improve them for the future. In order to keep track of your usage or learning progress we may provide basic information about you (sufficient to allow you to be identified) to evaluation, research and other educational partners (for example, UCAS) so that they can disclose information about your progress to us or otherwise assist us with monitoring and assessing your progress. We do not use these results in any way that might affect you individually, but only as part of our assessment of our programmes. We cannot do this without your consent. Your signing up to become a user amounts to consent to our providing your basic information to these partners, and to their disclosure of your progress to us, but if you do not wish us to use and share your information in this way please [Contact us](#)
- In exceptional circumstances where a Participant is deemed to be at risk of significant harm or to have suffered significant harm, or to be a danger to another person, confidentiality may need to be broken. The Participant will be informed of our intended action, or in exceptional circumstances the action may already have been taken before the Participant can be informed. In addition, we reserve the right to use or disclose any personal information as needed to satisfy any law, regulation or legal request, to protect the integrity of our Services, to fulfil your requests, or to cooperate in any law enforcement investigation.

1.5 Data retention

- We retain personal information we collect from you where we have an ongoing legitimate business need to do so, for example to provide you with a service, to comply with legal or accounting requirements, or to provide services to Partners.
- When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymise it.

1.6 How we keep your information safe

- Your personal information will be kept on secure servers and kept confidential by us and, except in the limited circumstances discussed above, will only be seen by our staff, our Partners provided this is relevant to you. These parties are all contractually obliged to keep your personal information secure and confidential.
- Data is stored in secure, password protected online systems, including Dropbox and SharePoint. Personal data, where needed to be collected, is secured with additional password protection.
- Within our online platform, all messages will be kept private from any individuals except those stated above. From time to time, our staff may review messages and other materials posted or uploaded to the platform to protect your safety by ensuring that there is no misuse of this website or platforms.

- We keep your personal data for the duration of the project, programme or Service and upon request will delete your personal information from our systems within three months.

1.7 Cookies

Our Site may use “cookies” to enhance your experience. Your web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. You may choose to set your web browser to refuse cookies, or to alert you when cookies are being sent. If you do so, note that some parts of the Site may not function properly.

A cookie is a small file which asks permission to be placed on your computer’s hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

The site uses WordPress as a back-end Content Management System. WordPress and associated plugins use Cookies to further enhance the experience of the website for our users, which we do not deem privacy intrusive. If you have any concerns, you can read more about the cookies WordPress uses here – http://codex.wordpress.org/WordPress_Cookies. Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit www.allaboutcookies.org.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, this may prevent you from taking full advantage of the website.

This Privacy Policy only relates to our Services and does not extend to your use of the internet outside this website or email; in particular, it does not relate to any websites to which you may link using the hypertext connections of our website or our Services and we are not responsible for the privacy practices of other websites.

You are encouraged to read the privacy statements of the other websites you visit from your use of our Services, so you are aware of their data privacy practices.

1.8 Children's Online Privacy

We recognise the importance of protecting the privacy of children. Where children are less than thirteen years old consent will be sought from parents/ guardians in accordance with data protection law.

1.9 Your right to access and correct your personal information

- You have the right to request a copy of the personal information that we hold about you or ask us to correct any inaccurate personal information. If you would like a copy of all or some

of your personal information, or to request a correction, please [Contact us](#). If we can lawfully do so we may charge a small fee for providing a copy of your personal information.

- You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information. Please [Contact us](#) to exercise this right.
- If we have collected and process your personal information on the basis of your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your personal data.

1.10 Updating this Privacy Policy

We may update or amend this Privacy Policy from time to time to comply with law or meet our changing business requirements. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes that we make.

Last updated: May 2018.