



## **Data Protection Policy**

Branch Out Education CIC will manage your personal data in accordance with our Data Protection Policy as stipulated below:

### ***What type of information do we collect?***

Branch Out Education CIC may collect and store the following information about clients using our services:

1. Participants name and age (if under 18 years)
2. Email address
3. Telephone number
4. Emergency contact details
5. Medical information (e.g. conditions/ allergies/ food intolerances)
6. Consent for photographs/ suncream/ insect repellent

Information is collected via Word booking forms (organisations e.g. schools) or online booking forms (parents/ carers) via Bookwhen. Names and email addresses may be collected in writing at events.

### ***Why do we collect such personal information?***

We collect the information stated above for the following purposes:

1. To be able to contact our Visitors and Clients with general or personalised service-related notices and promotional messages;
2. To ensure the health and safety of participants;
3. To plan appropriate sessions with regard to age and abilities/ learning needs;
4. To comply with any applicable laws and regulations.

### ***How do we store, use, share and disclose visitors' personal information?***

We store names and email addresses on Google. We use this information to contact you personally or to send out periodic newsletters. Email addresses are collected via Bookwhen at the point of booking, with an option to join the Branch Out mailing list (Mailchimp).



Individual child details and family contact information is collected via our booking platform, Bookwhen. This information is added to a paper register which will be used by our staff for the duration of the event or programme.

Branch Out Education currently uses Bookwhen as a platform for processing event bookings and payments. Our Privacy Policy is published on our Bookwhen account page. Personal data consisting of a customer's name, address, email, phone number and membership number – i.e. any identifiable data is retained for a 24 months period from your last booking within our Bookwhen account after which it will be automatically deleted. Booking details (e.g. event, ticket information, ticket value) is not personal data and will not be deleted.

We only use your personal information in relation to Branch Out Education events. We will never share or disclose your personal information with third parties.

### ***Email Communications***

All email communications from and with clients will be retained for 24 months and then deleted, unless the information is still relevant or communication ongoing.

Seasonal newsletters are sent out to the Branch Out mailing list on Mailchimp. There is the option to unsubscribe from this list at any time.

### ***Social Media***

Our company uses social media for marketing and communication with our customers. We may communicate via Facebook/Instagram with site users who have requested information from us or commented regarding our products and services. We have obtained consent from the individuals to have their pictures published and displayed on our social media pages. For marketing purposes these images will be stored indefinitely. Should you wish to have your images removed from our page please can you contact us on the details at the end of this policy.

### ***Website***

Our website automatically collects Cookies to help us provide you with a better visitor experience and also to improve our website by providing functionality or analytical services.

### ***How to withdraw your consent***

If you don't want us to process your data anymore, please contact us at [info@branchouteducation.co.uk](mailto:info@branchouteducation.co.uk) or send us mail to Branch Out Education, Pringle House, Ellonby, Penrith, CA11 9SN. You can unsubscribe by contacting us on the above details, or from Mailchimp newsletters.

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If



we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

***Questions and your contact information***

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at **info@branchouteducation.co.uk**.