



privacy policy

Interactive Schools

86 Easton Street, High Wycombe, Buckinghamshire, HP11 1LT. United Kingdom

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This privacy policy (this " Policy") explains how personal information is collected, used, and disclosed by Interactive Schools Ltd. and its businesses (collectively, " Interactive Schools," " we," " our" or " us"). This Policy applies to visitors and users (individually , " you ") of Interactive Schools' websites, applications, and other online services (each, a " Site," and collectively, our " Sites"). By visiting or using our Sites ("www.interactiveschools.com", "blog.interactiveschools.com", "www.schoolbytes.co.uk", "www.socialcandy.co.uk", "www.twitter.com/intSchools") to the extent permitted by applicable law, you are consenting to us gathering and processing information about you in accordance with this Policy, although consent may not be required for all of the elements described in this Policy. For particular types of information or processing, we may provide you with choices or request your further consent related to what information we collect and how we may process it.

This Policy does not cover third parties or their services and we do not take any responsibility for how such third parties may use any information they collect. For information about third-party privacy practices, please consult with them directly.

I. INFORMATION WE COLLECT

Personal Information. By visiting or using our Sites, we may collect the following categories of personal information (" personal information ") we find in public records, or you provide to us: name; email address; postal address; phone number (including your mobile phone number); school name, job role, events attended; marketing responses; sales follow-ups; Twitter handle, LinkedIn profile, and other information you may provide about yourself to our Sites or to which you provide us with access via third-party platforms.

We do not proactively collect personal information considered as sensitive personal information such as health-related or financial information. However, our Sites may include text boxes which are designed for you to provide your choice of certain information about your marketing preferences.

If you are an existing Interactive Schools customer, we will combine this information with information we collect on our Sites and use it for the purposes described below.

Device Information. When you visit our Sites or open communications (such as emails) , some information is automatically collected from devices (e.g., mobile, computer, laptop, tablet) used to visit or use our Sites including, but not limited to, operating system, access times, browser information (e.g., type, language, and history), settings, and other data about your device that we use to provide the services or as otherwise described in this Policy (" device information"). We also collect information about your usage and activity on our Sites using certain technologies, such as cookies, web beacons and other technologies (see V Cookies and Other Tracking Technologies for more details).

Location Information. If you use our Site, we may receive your generic location (such as city or neighbourhood). We may use and store this information to provide and improve features of our Sites, for example, to tailor our Sites on a needs-based manner to better facilitate your requests and to provide you more relevant content.

If you have any questions, please **[X. Contact Us]** as detailed below.

II. HOW WE USE YOUR INFORMATION

We may use your information for the following purposes (" Purposes"), to: provide you with the services, products, and functionality offered through our Sites and fulfil your requests, including, but not limited to; communicate with you about your account or use of our Sites, services, products and/or functionality; respond to, or follow up on, your comments and questions, and otherwise provide customer service; communicate with you about special offers and other marketing communications; operate and improve our Sites, products, services, and functionality; process and provide events; if applicable; tailor your experience on our Sites, including search results and displaying relevant advertising; link or combine with other information we get from third parties to help understand your needs and provide you with better service; perform statistical analysis; protect, investigate, and deter against fraudulent, unauthorised, or illegal activity; comply with our policies, procedures and legal obligations; and as otherwise consented to by you and as required or permitted by applicable law.

If you do not provide us with certain of your information, we may not be able to fulfill the requested Purpose of collection, such as to respond to your queries or provide our Sites to you.

Combined Information. We may combine your personal information with device information and location information (with your consent, where required) to serve you specifically, such as to deliver a product to you according to your preferences or restrictions, or for advertising or advertising targeting purposes. When we combine personal information, device information and location information in this way, we treat it as, and apply all of the safeguards in this Policy applicable to, your information.

Electronic Communications. Consistent with the above Purposes, we may communicate with you via electronic messages, including email, text message, or mobile push notification to, for example: send you information relating to our products and services, including event reservation and waitlist confirmations and updates, receipts, technical notices, updates, security alerts, and support and administrative messages; and/ or, subject to the Your Choices section, below, and/or applicable law, communicate with you about events,

offers, promotions, upcoming events, and other news about products and services offered by Interactive Schools, our subsidiaries, or our affiliates, Sites, and other business partners.

Our Role as Data Controller and Data Processor. We generally act as the data controller of your information; however, under certain Interactive Schools connected content platforms, Sites may engage us to provide them with certain processing services related to information owned or controlled by the account holder.

Retention. We will retain your information for the period necessary to fulfil the Purposes outlined in this Policy and as otherwise needed to comply with applicable law and internal company policies.

If you have any questions, please **[X. Contact Us]** as detailed below.

III. HOW WE SHARE YOUR INFORMATION

We do not share your information with third parties other than as described above and as follows:

We may disclose your information to regulatory authorities, courts, government agencies and other third parties where we believe that doing so would be in accordance with or permitted or required by any applicable law, regulation or legal process, to defend the interests, rights, and/or property of Interactive Schools or others, or to respond to emergencies.

We may disclose or transfer your information to a third party if we sell, transfer, divest, or disclose all or a portion of our business or assets to another company in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction, or proceeding.

We may share aggregate statistical data for the improvement of services offered by our Sites. We may also share aggregated or de-identified information with third parties in our discretion.

We may otherwise share your information as directed by you or subject to your consent.

Information You Share Socially. Our Sites may allow you to connect and share your actions, comments, content, and information publicly or with friends. Our Sites may also allow you to connect with us on, share on, and use third-party platforms, including those on which Interactive Schools has a presence. Please be mindful of your personal privacy needs and the privacy needs of others as you choose whom to connect with and what to share and make public. We cannot control the privacy or security of information you choose to make public or share with others. Interactive Schools also does not control the privacy practices of third-party platforms. Please contact those sites and services directly to learn about their privacy practices.

If you have any questions, please **[X. Contact Us]** as detailed below.

IV. SECURITY OF YOUR INFORMATION

Interactive Schools takes commercially-reasonable technical, administrative, and physical security measures designed to protect your information from loss, misuse, unauthorised access, disclosure, alteration, and destruction.

When a credit or debit card account information is being transmitted to our Sites or through our Sites, it will be protected by cryptographic protocols. To be clear, Interactive Schools does not itself store your credit or debit card account information, and we do not have direct control over or responsibility for your credit or debit card account information. We use third party payment processors that are the controllers of your credit card information. Our contracts with third parties that receive your credit or debit card account information require them to keep it secure and confidential.

Nonetheless, we cannot guarantee that transmissions of your credit or debit card account information or your other information will always be secure or that unauthorised third parties will never be able to defeat the security measures taken by Interactive Schools or our third-party service providers. Except to the extent that liability cannot be excluded or limited due to applicable law, we assume no liability or responsibility for disclosure of your information due to errors in transmission, unauthorised third-party access, or other causes beyond our control. You play an important role in keeping your information secure. You should not share your user name, password, or other security information for your Interactive Schools account with anyone. If we receive instructions using your user name and password, we will consider that you have authorised the instructions.

How we secure your data. Information system and data security is imperative to us to ensure that we are keeping our clients and subscribers happy.

We operate a robust and thorough process for assessing, managing and protecting new and existing systems which ensures that they are up to date and secure against the ever changing threat landscape.

When you trust us with your data we will always keep your information secure to maintain your confidentiality. By utilising strong encryption when your information is stored or in transit we minimise the risk of unauthorised access or disclosure; when entering information on our Sites, you can check this by right clicking on the padlock icon in the address bar.

Storage of information. The Interactive Schools hosting operations are based in the UK and we store most of our data within the European Union (EU). Some organisations which provide services to us may transfer data outside the European Economic Area but we'll only allow this if your data is adequately protected. Some of our systems are provided by US companies and whilst it is our policy that we prefer data hosting and processing to remain on EU-based solutions, it may be that using their products results in data transfer to the USA. However we only allow this when we certain it will be adequately protected. (e.g. US Privacy Shield or Standard EU contractual clauses).

If you have any questions, please **[X. Contact Us]** as detailed below.

V. COOKIES AND OTHER TRACKING TECHNOLOGIES

We collect information about your usage and activity on our Sites using certain technologies, such as cookies, web beacons, and other technologies. We and our third-party service providers, and/or partners may also place web beacons for measuring sales and marketing campaigns. The use of these technologies by such third parties is subject to their own privacy policies and is not covered by this Policy, except as required by law.

If you have any questions, please [\[X. Contact Us\]](#) as detailed below.

VI. YOUR CHOICES

Email. If you do not want to receive marketing and promotional emails from Interactive Schools, you may click on the "unsubscribe" link in the email to unsubscribe and opt-out of marketing email communications. If you are an Interactive Schools client, you may also opt-out of client-specific emails by contacting your Client Happiness Manager. Alternatively, to the extent that applicable law requires your prior opt-in consent to receive marketing and promotional emails, you can choose not to opt-in. Please note that even if you opt-out of receiving marketing communications from one or all of our Sites, we may need to send you service-related communications, such as confirmations of any future reservations to our events.

If you have any questions, please [\[X. Contact Us\]](#) as detailed below.

VII. YOUR RIGHTS

You have the right to request:

- Access to the personal data we hold about you, free of charge in most cases.
- The correction of your personal data when incorrect, out of date or incomplete.
- That we stop using your personal data for direct marketing (either through specific channels, or all channels).
- That we stop any consent-based processing of your personal data after you withdraw that consent.
- Review by a Director of any decision made based solely on automatic processing of your data (i.e. where no human has yet reviewed the outcome and criteria for the decision).
- You can **XI. Contact Us** to request to exercise these rights at any time, below.

If we choose not to action your request we will explain to you the reasons for our refusal.

Your right to withdraw consent. Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

Where we rely on our legitimate interest. In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

Direct marketing. You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request.

Keeping your information. We will only use and store your information for as long as it is required for the purposes it was collected for. How long it will be stored for depends on the information in question, what it is being used for and, sometimes, statutory legal requirements.

If you have any questions, please **[X. Contact Us]** as detailed below.

VIII. LINKS TO OTHER WEBSITES

Our Sites may contain links to other websites or services that are not owned or controlled by Interactive Schools. This Policy only applies to information collected by our Sites. We have no control over these third party websites, and your use of third party websites and features are subject to privacy policies posted on those websites. We are not responsible or liable for the privacy or business practices of any third party websites linked to our Sites. Your use of third parties' websites linked to our Sites is at your own risk, so we encourage you to read the privacy policies of any linked third party websites when you leave one of our Sites.

If you have any questions, please **[X. Contact Us]** as detailed below.

IX. CHANGES TO THIS POLICY

Except to the extent limited by applicable law, we reserve the right to update this Policy to reflect changes to our information practices by prominently posting notice of the update on our Sites, and as required, obtaining your consent. Any updates will become effective immediately after posting the updates to this Policy and apply to all information collected about you, or where required, upon your consent. You agree that you will review this Policy periodically. If we make any changes to this Policy, we will change the "Last Updated" date on page 1. You are free to decide whether or not to accept a modified version of this Policy, but accepting this Policy, as modified, is required for you to continue using our Sites. If you do not agree to the terms of this Policy or any modified version of this Policy, your sole recourse is to terminate your use of our Sites.

If we make any changes to this Policy that materially impacts previously collected information about you, we will obtain your prior express consent.

If you have any questions, please **[X. Contact Us]** as detailed below.

X. CONTACT US

If you have any questions about this Policy or information we have collected about you, please contact us by email at gdpr@interactiveschools.com or by postal mail at:

Attention: GDPR Department
Interactive Schools Ltd.
86 Easton Street
High Wycombe
Bucks. HP111LT
UK

We will aim to respond to all queries within 30 days.

What to do if you're not happy. In the first instance, please talk to us directly so we can resolve any problem or query. You also have the right to contact the Information Commissions Office (ICO) if you have any questions about Data Protection. You can contact them using their help line 0303 123 113 or at www.ico.org.uk.