



Geography Academy – Privacy Policy

Thank you for reading this Privacy Policy! At Geography Academy, we take the protection of your Personal Data very seriously.

This Privacy Policy applies to www.geographyacademy.co.uk and serves to inform you about the processing of your personal data when you use our website and Services. In principle, we will only use your personal data in accordance with the applicable data protection laws, in particular the UK's Data Protection Act 2018 ("DPA"), and the General Data Protection Regulation ("GDPR").

As such, this policy sets out how personal data is managed and dealt with in order to ensure that the obligation to fulfil individuals' reasonable expectations of privacy is applied and followed and that the responsibilities established under the DPA and GDPR are complied with.

General information and mandatory disclosures

What is personal data?

Personal data is any information relating to personal or material circumstances that relates to an identified or identifiable individual. This includes, for example, your name, date of birth, e-mail address, postal address, or telephone number as well as online identifiers such as your IP address. In contrast, information of a general nature that cannot be used to determine your identity is not personal data. This includes, for example, the number of users of a website.

Responsible for data processing

Responsible for data processing in accordance with the provisions of the DPA and GDPR is:

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Geography Academy

[5 Argus Road, Bristol, BS3 3NY]

Web: www.geographyacademy.co.uk

E-Mail: luke@geographyacademy.co.uk

Phone: 07817 513332

[Facebook](#)

(hereinafter "Geography Academy", "we", "us" or "our")

Our principles of data processing

Personal Data will only be used in the specific context of your customer relationship with us and to the extent permitted by law or on the basis of your prior express consent. In particular we are committed to the following key principles:

- We protect your privacy and aim to provide you with a service that is tailored to your needs.
- Personal Data is collected for specific purposes based on your consent or a legitimate interest when you contact us.
- You have the right to information and access to your Personal Data at any time and may request its correction or deletion.
- We do not sell your Personal Data to third parties. However, if necessary and if explicitly mentioned afterwards or if you have consented, we may share your data with partner companies, service partners and other service providers. In this case, their own privacy policies may also apply.
- We take all reasonable measures to ensure the security and protection of your data from misuse.

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- Personal Data are processed by us only as necessary and for the purpose of providing the services offered.

Scope of the processing of personal data

As a matter of principle, we only collect and use personal data from you insofar as this is necessary to provide a functional website and our content and services.

Legal basis of data processing

We process users' personal data only in compliance with the DPA and GDPR. User data is only processed if the following legal permissions exist:

- in order to provide our contractual services and website services;
- processing is required by law;
- with your consent; and
- on the basis of our legitimate interests (i.e., interest in the analysis, optimization and economic operation and security of our website, in particular in measuring reach, creating profiles for advertising and marketing purposes, and collecting access data and using third-party services).

The above legal bases are set out as follows:

- Consent;
- Processing for the fulfilment of our services and implementation of contractual measures;
- Processing for the fulfilment of our legal obligations; or
- Processing to protect our legitimate interests.

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Data Subject Rights

In connection with our processing of your data, you have the following rights:

- Right to information;
- Right to have inaccurate or incomplete personal data corrected;
- Right to erasure;
- Right to restrict processing;
- Right to object to the processing;
- Right to data portability;
- Right to revoke consent; and
- Right to complain.

If you believe that the processing of your personal data is not lawful, you can lodge a complaint with a data protection supervisory authority. The UK's Information Commissioner's Office (ICO) is the for us relevant data protection supervisory authority. The ICO is located at Wycliffe House, Water Ln, Wilmslow SK9 5AF, UK (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach any Supervisory Authority.

Please direct all requests for information, requests for information or objections to data processing to us using luke@howtorevise.co.uk

Automated Decision Making

Automated decision making is not used.

Processing of special categories of data

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No special categories of data are processed.

Information we may collect

We may collect and process the following data which may contain Personal Data:

- information that you provide by filling in forms, including information provided at the time of registering to use our services,
- subscribing to any services provided by us (this may include Payment Details and non personal data such as your academic performance or learning needs), posting material and content, reporting a problem with our services, or requesting further services;
- details of transactions you carry out through our website and services;
- details of your visits to our website, resources that you access and actions you are working on through the website and services;
- if you contact us, a record of that correspondence; and
- responses to surveys that we send to you, although you do not have to respond to them.

a) Log Files

We may also collect and process access data that your internet browser automatically transmits to us for technical reasons in order to provide the website. Depending on the access protocol used, the protocol data record contains general information with the following contents: Your session data (usage behaviour, length of stay, which links were clicked on, etc.), your abbreviated and unabbreviated IP address, your browser version, your operating system, your website-specific settings, your cookie IDs, your pixel IDs. This data does not allow any direct inference to your person and is processed to improve our website offer and to defend against attempted attacks on our web server. The legal basis for the data processing is our legitimate interest in providing our website and services.

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b) Cookies

We use so-called cookies on our web site. Cookies are small text files that are stored on your respective device (PC, smartphone, tablet, etc.) and saved by your browser. For further information please refer to our Cookie Policy. The legal basis for the data processing is our legitimate interest in providing our website and services.

c) Working with us and using our services

When requesting our services, it is necessary, among other things, to provide your name, e-mail address, your payment data, and other details such as your academic performance or learning needs. We process and store the personal data provided when you request our services solely for the purpose of providing you with the service. We do not directly collect or store credit or debit card numbers in the ordinary course of processing transactions. Accordingly, the data is processed on the basis of our contractual relationship as well as to fulfil my legal obligations.

d) Administration and contact management

We process data within the scope of administrative tasks as well as organization of our business, financial accounting, and compliance with legal obligations, such as archiving. In doing so, we process the same data that we process in the context of providing our contractual services. The purpose and our interest in the processing thus lies in the administration, financial accounting, archiving of data, i.e., tasks that serve the maintenance of our business activities, performance of our tasks and provision of our services. In this context, we disclose or transmit data to the tax authorities, consultants such as tax advisors or auditors as well as other fee offices and payment service providers.

e) Contacting us

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If you contact us per e-mail or social media, we process the following data from you for the purpose of processing and handling your enquiry: Name, contact details -if provided by you- and your message. The legal basis for the data processing is your consent and the preparation or initiation of a contract, insofar as it is necessary to answer your questions.

f) Administration, financial accounting, office organization, contact management

We process data in the context of administrative tasks as well as organization of our operations, financial accounting, and compliance with legal obligations, such as archiving. In this regard, we process the same data that we process in the course of providing our contractual services. The purpose and our interest in the processing lies in the administration, financial accounting, office organization, archiving of data, i.e., tasks that serve the maintenance of our business activities, performance of our tasks and provision of our services, our legal obligations and our legitimate interest. The deletion of data with regard to contractual services and contractual communication corresponds to the data mentioned in these processing activities.

Duration of data storage

We only store personal data for as long as it is necessary for the purposes for which it is processed or for as long as any consent you have given us has been revoked by you. Insofar as statutory retention obligations must be observed, the storage period for certain data may be up to 6 years, irrespective of the processing purposes.

Uses made of the information

We use information held, including Personal Data, in the following manner:

- to ensure that content from our website is presented in the most effective manner for you and for your device;

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- to provide you with information, or services that you request from us, and to otherwise carry out our obligations arising from any contracts entered into between you and us;
- to provide you with information, or services which we feel may interest you, where you have consented to be contacted for such purposes;
- to allow you to participate in interactive features of our service, when you choose to do so;
- to notify you about changes to our services;
- to investigate any complaints relating to the use of our website/services or any suspected unlawful activities;
- complying with any applicable laws, regulations, codes of practice, guidelines, or rules, or to assist in law enforcement and investigations conducted by any governmental and/or regulatory authority;
- any other purposes for which you have provided the information; and
- carrying out whatever else is reasonable or related to or in connection with the above and our provision of services to you.

Consent

By providing your Personal Data to us, you consent to the collection, use and disclosure of your Data by us for the purposes set out in this privacy policy. Where any Personal Data relates to a third party, you represent and warrant that the Personal Data is up-to-date, complete, and accurate and that you have obtained the third party's prior consent for our collection, use and disclosure of their Personal Data for the Purposes. You agree that you shall promptly provide us with written evidence of such consent upon demand by us.

Each use of our services by you shall constitute a fresh agreement for us to collect, use and disclose the Personal Data in accordance with this Privacy Policy.

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You may withdraw your consent and request us to stop using and/or disclosing your Personal Data for any or all of the Purposes by submitting your request to us in writing. Should you withdraw your consent to the collection, use or disclosure of your Personal Data, it may impact our ability to proceed with your transactions, agreements, or interactions with us. Prior to you exercising your choice to withdraw your consent, we will inform you of the consequences of the withdrawal of your consent. Please note that your withdrawal of consent will not prevent us from exercising our legal rights (including any remedies) or undertaking any steps as we may be entitled to at law.

Transfer of personal data

Geography Academy will not disclose or otherwise distribute your personal data to third parties unless this is necessary for the performance of our services, you have consented to the disclosure, or the disclosure of data is permitted by relevant legal provisions.

Geography Academy is entitled to outsource the processing of your personal data in whole or in part to external service providers acting as processors for us within the framework of the DPA and GDPR. External service providers support us, for example, in the technical operation and support of the website, data management, the provision and performance of services, marketing, as well as the implementation and fulfilment of reporting obligations.

The service providers commissioned by us process your data exclusively in accordance with our instructions. Nonetheless, we remain responsible for the protection of your data, which is ensured by strict contractual regulations, technical and organizational measures, and additional controls by us.

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Personal data may also be disclosed to third parties if we are legally obliged to do so e.g., by court order or if this is necessary to support criminal or legal investigations or other legal investigations or proceedings at home or abroad or to fulfil our legitimate interests.

Data Intermediary

Where we process your Personal Data as a data intermediary on behalf of a third party, we will process your Personal Data in accordance with the instructions of the third party and shall use it only for the purposes agreed between you and the third party. All such Personal Data will be protected and retained in accordance with this privacy policy and the terms of the DPA and GDPR. We will take steps to inform the third party of any requests, complaints, or questions that you may have regarding such Personal Data.

Accuracy

We endeavour to ensure that all decisions involving your Personal Data are based upon accurate and timely information. However, we rely on you to disclose all relevant information to us and to inform us of any changes in your Personal Data. As such, please disclose all relevant information necessary for us to provide services to you and ensure all information submitted to us is up-to-date, complete, and accurate. Kindly inform us promptly if there are any changes in your Personal Data.

Security

State-of-the-art internet technologies are used to ensure the security of your data. During the online enquiry process, your details are secured with SSL encryption. For secure storage of your data, the systems are protected by firewalls that prevent unauthorized access from outside. In addition, technical and organizational security measures are used to protect the personal data you have provided against accidental or intentional manipulation, loss, destruction, or access by unauthorized persons.

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Data Breaches/Notification

Databases or data sets that include personal data may be breached inadvertently or through wrongful intrusion. Upon becoming aware of a data breach, we will notify all affected individuals whose personal data may have been compromised, and the notice will be accompanied by a description of action being taken to reconcile any damage as a result of the data breach. Notices will be provided as expeditiously as possible after the breach was discovered.

Social Media

We maintain online presences in social media on the basis of our legitimate interests to communicate with customers, interested parties and users who are active there. Unless otherwise stated in this policy, we process the data of users if they communicate with us within the social networks and websites, e.g., write articles on our online presences or send us messages.

Cooperation with processors and third parties

If, in the course of our processing, we disclose data to other persons and companies (order processors or third parties), transmit it to them or otherwise grant them access to the data, this will only be done on the basis of a legal permission (e.g., if a transmission of the data to third parties, such as to payment service providers, is necessary for the performance of the contract), you have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g., when using agents, web hosts, etc.). If we commission third parties to process data on the basis of a so-called "processing agreement".

Updating your information and Data Subject Access Request

If you believe that the information, we hold about you is inaccurate or that we are no longer entitled to use it and want to request its rectification, deletion, or object to its processing, please do so by contacting us.

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For your protection and the protection of all of our users, we may ask you to provide proof of identity before we can answer any Data Subject Access Requests. Keep in mind, we may reject requests for certain reasons, including if the request is unlawful or if it may infringe on trade secrets or intellectual property or the privacy of another user. Also, we may not be able to accommodate certain requests to object to the processing of personal data, notably where such requests would not allow us to provide our service to you anymore.

External Links

Our website contains links to the online services of other providers. We hereby point out that we have no influence on the content of the linked online services and the compliance with data protection regulations by their providers.

Personal data and children

Our services are aimed at people aged 13 and over. We will not knowingly collect, use, or disclose personal data from minors under the age of 16 without first obtaining consent from a legal guardian through direct offline contact.

Changes

We reserve the right to adapt the privacy policy with effect for the future, in particular in the event of further development of the website, the use of new technologies or changes to the legal basis or the relevant case law.

Questions or Comments

If you have any questions or comments about our Privacy Policy or wish to exercise your rights under applicable laws, please contact us.

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Geography Academy
Tutoring services

This Privacy Policy was last updated on **Wednesday, 02 August 2023**

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