



Why do we collect your personal information?

This privacy policy sets out how Top Marks Coaches uses and protects any information that you give Top Marks Coaches when you make enquires or bookings to us. Top Marks Coaches is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when making bookings or enquiries, then you can be assured that it will only be used in accordance with this privacy statement. What we collect:

We may collect the following information:

- Name (Company Name and job title if applicable)
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

What we do with the information we gather:

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

Internal record keeping.

We may use the information to improve our products and services.

We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

To confirm bookings or payments for services.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

What will we do with your personal information;

We will only use your personal information as the law permits. By law we are required to tell you the legal bases upon which we rely in processing your personal information. The legal bases we principally rely upon are these:-

- it is necessary for the performance of a contract between us for the provision of services or in order to take steps at your request prior to entering into such a contract; and/or
- it is necessary for the purposes of the legitimate interests of pursuing and developing our business, where such interests are not overridden by your rights or interests.

Occasionally we may also rely upon the following legal bases for processing:-

- you have given your consent to the processing; and/or



- it is necessary for us to comply with a legal obligation on us; and/or
- it is necessary to protect your vital interests or those of another individual.

Who will we share your personal information with?

We may also disclose your personal information to third parties:

- if we use 3rd parties for running our business processes. An example of this might be that we have our emails or our database hosted in the cloud. Whilst these cloud providers would not typically have direct access to your information, storage is considered processing under the relevant data protection legislation. Similarly, as an example, if we have employed you directly we would need to send your data as required by law to local tax authorities;
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use which includes exchanging information with other companies and organisations for the purposes of fraud protection.

Using your information to keep in touch with you

In addition to our typical processing we may use the information we hold about you in order to contact you in the following circumstances:

- To advise you of changes to our terms
- To advise you of any security concerns
- Where permitted by law

How long do we hold it for?

We will hold your data for no longer than 5 years before seeking confirmation that you are happy for us to continue to hold your data.

Secure collection and storing of your information

All information that you provide to us, or we collect about you is stored on our securely. We understand that this includes confidential information and we have put in place a range of suitable physical, electronic and managerial procedures to safeguard and secure your information.

Our staff have the minimum required access to your data, and are trained to ensure that it is protected, and kept secure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to us; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.



We do not store your information for longer than is necessary to provide the service, and to ensure that we have appropriate auditable records for business purposes.

Your rights

You have the right to request from us access to your own personal information. This is sometimes known as a 'subject access request'.

Additionally, you have the right to request from us:

- that any inaccurate information we hold about you is corrected
- that information about you is deleted in certain situations
- that we stop using your personal information for certain purposes

Many of the rights listed above are limited to certain defined circumstances and we may not always be able to comply with your request. We will tell you if this is the case.

You also have the right to ask us not to process your personal data for direct marketing. We will inform you if we intend to use your information for this purpose or if we intend to disclose your information to any third party for this purpose. You can exercise your right to prevent us using your information in this way by contacting us at enquiries@topmarkscoaches.co.uk.

If you are unhappy with how we are using your personal information or if you wish to complain about how we have handled a request, then please contact swanhotel@btinternet.com and we will try to resolve your concerns.

You also have the right to complain to your local Data Protection Authority and a full list can be found here

http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080

Changes to this privacy notice

Any changes we may make to our privacy notice in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy notice.

Law and Jurisdiction

This privacy information notice is subject to the laws of England, and the non-exclusive jurisdiction of the English Courts. If you are domiciled in Scotland, Wales or Northern Ireland it can be enforced in your local court system.