

GDPR / Privacy Notice

Here at The Signing Company, we take your privacy seriously and will only use your personal information to provide the products and services you have requested from us. We therefore follow the mandatory regulations set out in the Data Protection Act and GDPR (General Data Protection Requirement).

Who are we and what do we do?

The Signing Company currently offers Signing Classes and Workshops to the public, and to educational professionals. It also offers to provide signing entertainments for birthday parties and other events. Through our website, we sell merchandise and, in future, will provide Signing resources via an on-line subscription service.

When do we collect information about you?

- When you enquire about a class, book a class or sign onto a waiting list
- When you book a workshop or birthday party
- When you subscribe to receive on-line resources
- When you purchase merchandise

What information do we collect and for what purpose?

- Name, Address, Telephone and Email which, with your permission, is used to communicate to you, information regarding classes and other services and events we offer.
- Details of the class booking include the venue, class dates and times. This lets us know who is attending which class. We may also use this information to ascertain which classes and venues are most popular.
- Names of the children attending the classes, their gender, date of birth and whether they have attended before. This lets us know who to expect, and to ensure that the training content is geared to the age and gender.
- How you heard about The Signing Company e.g. Internet, Word of Mouth which we use to ascertain the effectiveness of advertising.
- Information regarding any medical conditions, or any other information such as dietary, or access issues, so that the class teacher is aware of any requirements.
- Information regarding any products or services purchased e.g. resources or merchandise in order that we can process the order or service requested.
- When you sign up to attend a class or workshop, a record is kept electronically/on paper of who attended and who is absent. Reminders may be sent to absentees. Participants names may be used for awarding certificates.
- Class handouts are sent to you on a weekly basis whilst attending classes. These are sent to you via one of the following:
 1. Emails/messages via our booking system
 2. Mailchimp, our email Marketing Provider.
 3. Company Emails from the Teacher
- Statistical IP address data from your visit(s) to The Signing Company website may be picked up by Facebook Pixel. This data is used to understand how you are using our website.

- Confirmation of receipt for payment for class bookings, or merchandise and other services. Confirmation emails are sent when payments are received.
- No bank account or card information is stored by The Signing Company. Payments for classes are currently processed using the online secure payment processing software, Stripe. Payments for other services or merchandise is processed using personal banking or Paypal. Only personal details, along with how you paid will be on the payment confirmation.

Who might we share your information with?

The Signing Company does not share any of your personal information with any other party, other than those stated below. Information is not sold on to other agencies. However, please also be aware that when you attend a class at a Children's Centre, the Centre may ask you to fill in an attendance form.

The Signing Company uses the online database ClassForKids to manage class bookings. When booking a class online, ClassForKids will ask you for consent to contact you for marketing purposes. You can opt-in or decline.

Some of our teachers use the email marketing Provider, Mailchimp, for the purposes of sending out weekly emails to you about the class. All communication details shared with Mailchimp are deleted at the end of each term.

If attending classes, you may be invited to join a WhatsApp Group for the purposes of receiving messages and media from the Teacher and to contribute to discussions with other members of the class. If you opt in, your mobile phone number will be visible to other members of the Group. You can leave the group at any time and the Teacher will delete the WhatsApp Group before the beginning of every new class term.

During the COVID-19 pandemic, and in line with recommendations from the Government and the NHS, all families attending classes will be asked to provide a phone number for the lead person in the family attending the class, and the names of the people attending the class. This information will only be shared with NHS Test and Trace should they contact The Signing Company because someone in the class has tested positive for COVID-19. This enables Test and Trace to inform you. Information collected by The Signing Company for this purpose will only be kept for 21 days and then securely destroyed.

Where is information stored and for how long?

All information regarding class bookings is stored on an online database supplied by ClassForKids. For details of their privacy policy and practices see:

<https://clubs.classforkids.co.uk/privacy-cookie-policy/>

Data will be deleted from the database, if, after 5 years there is no activity with you. Paper documents relating to attendance registers or booking forms are shredded at the end of the term or session. As stated above, any attendance data collected for NHS Test and Trace in relation to COVID-19 will be destroyed 21 days after the class.

How do I find out what information you are holding?

In writing, or via email.

Should you wish to receive the details that we hold about you, please contact us using the contact details below.

How can I change my preferences?

In writing, via email, or via the website if an account holder.

If you consent to us contacting you for the purposes stated in the What information do we collect and for what purpose, please tick to say how you would like us to contact you:

Post Email Telephone Text message

Request for Information Address

The Signing Company
Personal Data Request
4 Mattocke Road
Hitchin
SG5 2NZ
Enquiries@thesigningcompany.co.uk

Changes to our Privacy Notice

The Privacy Notice will be regularly reviewed and updated where appropriate. This Privacy Notice has been compiled in May 2018.

(Version 1. 14/5/18)

(Version 2. 19/08/20)

(Version 3. 01/11/21)