

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
- In the event that a complaint is made (in accordance with our Complaints Policy)
- In the event that a consent form is given for permission to film or take photographs.

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.
- Photo Consent opt in when booking on a class via the Class4Kids booking system.
- A formal consent form detailing the names of the participants and their contact details for those who have agreed to participate in video filming/photographs for publicity purposes.
- 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. Paper documents relating to attendance registers are shredded at the end of the term or session.
- Delegates names may be used for awarding certificates.

- Delegates are offered the option to join a WhatsApp Group for the duration of their course. At the end of the course, the Group is closed down.
- Class handouts are sent to you on a weekly basis whilst attending classes via Mailchimp. This system allows you to opt out if you no-longer wish to receive these emails.
- 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 are processed using Class For Kids online booking system, direct transfers 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. Information is not sold on to other agencies.

Where is information stored and for how long?

All information regarding bookings is stored on a database supplied by ClassForKids who follow GDPR legislation to comply with Data Controller and Data Processor obligations. Detailed further information can be found at:

<https://clubs.classforkids.co.uk/legal/privacy-and-cookies-policy>

Parents have to sign the ClassForKids parent contract when they create an account. This sets out the relationship and responsibilities. Both ClassForKids parent and organiser contracts and relevant product changes were worked through with a legal team to fully comply with the GDPR legislation.

An example of some of the common questions that may arise in daily business from GDPR and how ClassForKids can help are:

- The right to be forgotten. Data can be easily anonymised on request and that data will be removed from all systems in a timely manner.
- Opt-in communication. All of the contacts in your system will have been in a class at some time in the last twelve months. Advice is given within the product on appropriate content. This ensures that we are never communicating without consent.
- Secure storage and processing of data. All data is stored and transmitted securely and can only be accessed by the customer or the organiser that they have booked with.

Your personal data will not be kept for any longer than is necessary, and where no fixed period has been stated, no-longer than 5 years.

AWS (Amazon Web Services) is used for information storage and processing. All Class for Kids servers and data are hosted with AWS who have ISO/IEC 27001:2013 certification: <https://aws.amazon.com/compliance/iso-27001-faqs/>

All payments are processed using Stripe, who are PCI compliant. Stripe processes all card information. Therefore, ClassForKids do not process or store any card information within the system. The integration to Stripe is shortly to be upgraded to accommodate the coming SCA payment standards ensuring the system will be compliant.

(<https://stripe.com/gb/guides/strong-customer-authentication>).

All parts of our system are served securely through SSL and all parent profile details are encrypted for additional security.

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 was compiled in May 2018.

(Version 2. – Reviewed: 23/05/2023)

(Version 3. – Reviewed: 12/02/2024)