

Bucksmore Education • *Privacy & Cookie Policy*

1. Introduction

Bucksmore Education Ltd has written this Privacy Notice to explain how we keep your data safe and respect your privacy.

Below you will find information explaining how we do this: what data we process about you, why we process that data and the legal bases for processing that data.

This Privacy Notice also applies to all brands under the Bucksmore Education umbrella, including Bucksmore Home Tuition.

If you have any questions please contact us:

Data Compliance Manager

Bucksmore Education Ltd

4th Floor, Nova South

160 Victoria Street

London

SW1E 5LB

info@bucksmore.com

2. What This Policy Covers

This Privacy Policy explains what personal data we collect when you visit our website or contact us through another provider such as Meta, Google or in-person event. It explains how we use your data, the legal bases for processing, who we share it with, and your data rights.

The information below shows the data that we process about users, the reasons for processing this data and the lawful bases for processing this data.

3. The Data or Type of Data we process

- Information about your computer and about your visits to and use of this website such as your IP address, geographical location, browser type, device details, usage data.
- Information that you provide us with for the purposes of registering with us to find out more information about our courses for example your name, contact details, enquiry information.
- Information that you provide us with for the purpose of subscribing to our website services and email notifications. i.e. your marketing preferences

4. The purpose of processing your data

We will process your data for the following purposes:

- Respond to the query or service you have enquired about
- Provide appropriate information or assistance for you
- Send you communications relevant to the Admissions process which we think may be of interest to you by email or similar technology
- Improve website functionality and analytics
- Security and fraud prevention

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5. Legal Bases for Processing your data

- Legitimate interests
- Consent (for non-essential cookies and marketing)
- Contract (when responding to detailed admissions enquiries)
- You can inform us at any time if you no longer require these communications by emailing us at: info@bucksmore.com

6. Cookies

We use cookies and similar technologies when you visit our websites. We use both essential and optional cookies. Optional cookies (functional, analytics, performance, advertising) are only used if you give consent via our cookie banner.

The table below outlines the type of cookies we use, their purpose and the retention period:

Cookie Type	Purpose	Retention Period
Necessary	Required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.	Up to 12 months
Functional	Help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.	Up to 12 months
Analytics	Used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.	Up to 2 years
Performance	Used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.	30 days
Advertisement	Used to provide visitors with customized advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.	Up to 2 years

Your privacy is important to us, and we only use non-essential cookies with your permission.

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7. Who We Share Your Data With

Trusted service providers, professional advisors, regulators, law enforcement (where required). This table outlines the organisations we may share your data with and the reason for sharing it:

Organisation Name	The Reason for Sharing
With Third Party Companies and Individuals, service providers who facilitate our website, host the website on our behalf and who assist us in analysing how our website is used.	To improve our website and the services provided for you
The Local Education Authority	To provide data on international students
Regulatory bodies, such as the British Council	To comply with regulatory inspections
Professional advisers and consultants	To assist us in developing our business
Police forces, courts, tribunals	For dealing with legal issues
Marketing services, such as those offered by Meta	To identify other students who may be interested in studying with Bucksmore Education. No decisions will be taken about you based on this profiling

When it is legally necessary, or allowed under data protection law, we may need to share information about you with the organisations listed in the table above, for the listed reasons.

8. Transferring Data Internationally

Your personal information may be stored and processed outside of the country where it is collected, including outside of the European Economic Area. We will only transfer personal data to a country or territory outside the European Economic Area:

- Where the transfer is to a place that is regarded by the European Commission as providing adequate protection for your Personal Information; or
- Where we have put in place appropriate safeguards to ensure that your Personal Information is protected (for example where both parties involved in the transfer have signed standard data protection clauses adopted by the European Commission); or
- The above does not apply but we are still legally permitted to do so, for example if the transfer is necessary for the establishment, exercise or defence of legal claims.

You can request further detail about the safeguards that we have in place in respect of transfers of Personal Information outside of the EEA and where applicable a copy of the standard data protection clauses that we have in place, by contacting us at info@bucksmore.com

9. Your Rights

You have rights of access, rectification, erasure, restriction, objection, portability, and withdrawal of consent.

10. Changes to This Policy

We may update our Privacy Policy from time to time and we advise you to review this document periodically for any changes.

11. Contact Us

If you have any questions, concerns or would like more information about anything mentioned in our privacy notices, please contact our Data Compliance Manager, info@bucksmore.com