

Privacy Notice **i-act**

(for Positive Mental Health and Wellbeing Ltd)

At **i-act** we take your privacy very seriously and are committed to protecting the security of your personal information. This Policy explains how we may collect and use the information you supply us with, the conditions under which we may disclose it to others and how we keep it secure. We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our websites and accessing **i-act** training courses and services, you agree to be bound by this Policy.

We are committed to using your personal information in accordance with our responsibilities. We are required to provide you with the information in this Privacy Notice under applicable law which includes:

- the General Data Protection Regulation (EU) 2016/679
- the Privacy and Electronic Communications (EC Directive) Regulations 2003.

We won't do anything with your information you wouldn't reasonably expect.

i-act has appointed a Data Protection Officer, who can help you with any queries about the information in this privacy policy: by email – info@i-act.co.uk or by post- marked for the attention of the Data Protection Officer at **i-act**, Temple Court, 13a Cathedral Road, Cardiff, CF11 9HA.

Who are we?

i-act (for positive mental health and wellbeing), is a training and development company and world-wide licence holder for the accredited **i-act** for (positive mental health and wellbeing) training courses.

i-act (for positive mental health and wellbeing), is a private limited company. Our company registration number is 11514354 and our registered address is **i-act**, Temple Court, 13a Cathedral Road, Cardiff, CF11 9HA.

As providers of the accredited **i-act** instructor training, **i-act** trains and licences companies, organisations and individuals to deliver **i-act** training courses. When **i-act** training is not booked directly with **i-act**, **i-act** cannot accept



responsibility for any data which you may supply to the 'third-party' facilitate/organiser of your **i-act** training or your **i-act** instructor (who may be delivering the **i-act** training as a freelancer, for another organisation, for your employer or for any other body/institution). The privacy practices of these third-party providers/facilitators/organisation/websites/services are outside our control and in these cases, you should check the privacy notices of any third-party websites before disclosing any personal information.

All data that **i-act** collect, store and use may have been supplied to us by the facilitator/organiser of your **i-act** training. The information in this Privacy Policy relates to personal information which is collected, stored and used by **i-act** and for which **i-act** is the Data Controller under data protection legislation. **i-act** cannot accept responsibility for the protection of the data which you may supply to the third-party/facilitate/organiser of your **i-act** training (unless your training has been organised, facilitated and booked directly through **i-act**).

We may provide links via the **i-act** resources and website to other websites or services or you might independently visit the website of a third party who provides the **i-act** training courses/services. The privacy practices of these third-party websites/services are outside our control and in these cases, you should check the privacy notices of any third-party websites before disclosing any personal information.

What type of personal information is collected from you?

The personal information we collect from you is limited to what is necessary to enable us to carry out the purposes for which it is collected. The type of personal information we collect depends on the context of your interactions with **i-act** and the choices you make.

The data we may collect, store and use can include the following:

- Your full name.
- Email address.
- Postal address.
- Job role/title.
- Place of work.
- Telephone number.
- Details of your enquiry.
- Your **i-act** registration number (given to you by **i-act**).



- The date you attended the **i-act** course.
- Any feedback you may have given us.
- Consumer data and the payment information data necessary to process your payment if you purchase one of our training courses or services.
- Any personal information which you choose to provide us with in correspondence with you.
- User data that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services/social media.
- A photograph/video of yourself during an **i-act** training course.
- Technical data that includes data about your use of our website and online services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings, and other technology on the devices you use to access our website. The source of this data is from our analytics tracking system.
- Marketing data that includes data about your preferences in receiving marketing from us and your communication preferences.

We will never collect sensitive information (for example; about your physical or mental health, race or ethnicity, religious or philosophical beliefs, sexual orientation, trade union membership, or armed forced background) about you without your explicit consent unless you may have volunteered to share that information with (for example during a training session or on an application form). Should you chose to provide any personal data about yourself during a training session (or within any public arena or meeting hosted by **i-act**), please be aware that the privacy practices of any third-party participants/organisations are outside our control and in these cases, you should check the privacy notices of any third-party participants/organisations before disclosing any personal information.

You have choices about the personal information we collect. When you are asked to provide personal information, you may decline. Please note that if you choose not to provide some personal information that is necessary to enable us to carry out your request for instance;

- to respond to your enquiry,
- to access an **i-act** training course,
- to access the online **i-act** resources,
- to purchase one of our products or services,



- to receive delivery of **i-act** resources,

we may not be able to fulfil that request.

In some cases, you might make a payment to us via a third-party payment processor, in which case you should check the privacy policy of that third party as the data controller of your personal information.

When hard-copy **i-act** resources (for example **i-act** course manuals) are sent to your home or work address, we will usually use a courier service such as 'Interparcel', to deliver your resources. In order to deliver your resources to your work or home address, we will need to share some of your personal details with the third-party courier services. These details may include your name, address, telephone number and email address. You may check the privacy policy of that third party courier service (as the data controller of your personal information) on their website at <https://uk.interparcel.com> and/or request from us confirmation of which courier services is to be used.

How your information may be used?

- User data - we process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back-ups of our website and/or databases, and to enable publication and administration of our website, other online services and business.
- Technical data - We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising.

Our lawful ground for the processing of the information above is our legitimate interests which in this case are to enable us to properly administer our website and our business.

- Communication - We will process your information to fulfil your request for information about **i-act** products and services (for example, the **i-act** training course), campaigns, activities, events, products, services, or information and surveys.



Our lawful ground for the processing of the information above is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.

- Consumer data – We will process data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address, email address, phone number, contact details, purchase details and your card details. We will also process your personal information to carry out reasonable administration of your order or booking. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions.
- We may use your data for the processing of a job application and/or an application to become an **i-act** instructor, a host organisation or any other partnership arrangement/contact with **i-act**.

Our lawful ground for the processing of the information above is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.

- We may process personal information to analyse, evaluate and improve your customer experience of our products, services, training courses and websites and to improve our products and services (we will generally use data collected from many people so that it doesn't identify you personally).
- You may choose to give us feedback on any of your experiences with **i-act** and your feedback together with any personal information you provide will enable us to analyse, evaluate and improve customer experience and to respond to you as appropriate.
- We may undertake market analysis and research (including contacting you with customer surveys) so that we can better understand you as a customer and provide tailored information, products and services that we think you will be interested in. We will only send marketing communications to you if you have provided your consent for us to do so or in certain cases, if we have a legitimate interest in doing so.
- We may send you marketing information from time to time after you have purchased a product or service from us or made a purchasing enquiry, closed your browser with items in your shopping basket or requested other information of interest in a business context. We will only contact you with information about our own products, services and any other information we believe may be of interest to you (and in ways the law allows), which we hope you will like. You have the right to object to us sending you this information at any time.



- We may also contact you from time to time with marketing information (unless you object) if you are acting on behalf of a business or where we have obtained your business contact details from a data broker or public business directory. In relation to any such information we send by email or SMS, we will include an option allowing you to object to receiving future messages by unsubscribing.
- We may use customer data, user data, technical data, and marketing data to deliver relevant website content and advertisements to you (including social media adverts and other display advertisements) and to measure or understand the effectiveness of the advertising we serve you.
- We may use photographs or video footage which feature you to promote **i-act**.
- We may use your personal data to contact you to notify you of changes/updates/additions to our services and products.

Our lawful ground for the processing of the information above is our legitimate interests which in this case are to study how customers use our products and services, to develop them, to grow our business and to decide our marketing strategy.

We will only use your personal data for the purpose it was collected for or a reasonably compatible purpose if necessary. If we need to use your details for an unrelated new purpose, we will let you know and explain the legal ground for processing.

We may pass your information to our third-party providers, agents, **i-act** instructors, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process payments, deliver **i-act** training and send you mailings). However, when we use third-party service providers, we disclose only the personal information that is necessary to deliver the product or service.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes. We may transfer your personal information to a third-party as part of a sale of some or all of our business and assets to any third-party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

We may process your personal information to comply with a request from you in connection with the exercise of your rights. For example, where you have asked us not to contact you for marketing purposes, we will keep a record of this in order to be able to comply with your request.



We may process your personal information without your knowledge or consent, in accordance with this Policy, where this is required or permitted by law.

Your right to withdraw consent to processing of personal information and to access and update your information

Please let us know if your contact information changes so that we can ensure that our records are accurate and up to date. If you have consented to the collection, processing and transfer of your personal information for a specific purpose/s, you have the right to withdraw your consent for that specific processing at any time. Under data protection laws you have rights in relation to your personal data. These rights include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data, and where the lawful ground of processing is consent. To withdraw consent or if you wish to exercise any of the rights set out above, please contact our Data Protection Officer by email – info@i-act.co.uk or by post - marked for the attention of the Data Protection Officer at **i-act**, Temple Court, 13a Cathedral Road, Cardiff, CF11 9HA.

As quickly as possible and in any event within 30 days of receiving notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to (unless we have another legitimate basis for doing so in law). Please note that if you ask us to stop sending marketing information we will update our records to stop further mailings as quickly as we can, but you may still receive further mailings which were already in progress prior to your asking us to stop for up to 30 days.

The withdrawal of your consent will not affect the lawfulness of our processing based on your consent before you withdrew your consent.

Data transfers to parties outside the EU

i-act is a global company and operate on a global platform. There may be some instances where your personal information is processed or stored outside of the EU. In those instances, we will ensure that appropriate safeguards are in place for that transfer and storage as required by applicable law. If you use our services while you are outside the EEA, your information may be transferred outside the EEA in order to provide you with those services.



How long we keep your personal information for?

We will only retain your personal information for as long as necessary for the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements. To determine the appropriate retention period for personal information, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your data, the potential risk of harm from unauthorised use or disclosure of your data, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements. For tax purposes the law requires us to keep basic information about our customers (including contact, identity, financial and transaction data) for six years after they stop being customers.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

For further information about the retention period in a particular case, please contact our Data Protection Officer by email – info@i-act.co.uk or by post-marked for the attention of the Data Protection Officer at **i-act**, Temple Court, 13a Cathedral Road, Cardiff, CF11 9HA.

Data security

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We protect our network by using Firewalls that only allow access between different networks based upon strict security criteria. We regularly back-up our systems and data which means that we can restore or recover the system and data from a back-up file, all of which are password protected. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We request that you do not to share your password with anyone. Please be aware that there are always inherent risks in sending information by public networks or using public computers and we cannot 100% guarantee the security of data (including personal information) disclosed or transmitted over public networks.



Use of cookies

Our website may use cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse our website, you agree to our use of cookies. Cookies are small text files which are downloaded to your computer or mobile device when you visit a website. They are widely used in order to make websites work and to provide information to the owners of the sites.

We use cookies to:

- make our website work as you'd expect
- collect anonymous data on how users navigate our website, which helps us continuously improve it
- allow you to share our content on social networks.

We also use third party cookies to help make our advertising as relevant as possible.

We do not use cookies to:

- collect any personally identifiable information
- pass personally identifiable data to third parties.

The right to make a complaint

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. The contact details for the Information Commissioner's Office, the data protection regulator in the UK, are below:

Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Call: 0303 123 1113

Email: casework@ico.org.uk

This policy was last updated in May 2020

