



Website Privacy Policy

We are ELTree. We're a sole trader business registered in England & Wales. In this privacy notice we will refer to ourselves as 'we', 'us' or 'our'. You can get hold of us in either of the following ways:

- a) by e-mailing us at grow@eltree.co.uk
- b) by using the contact page at www.eltree.co.uk

We take the privacy, including the security, of personal information we hold about you seriously. This privacy notice is designed to inform you about how we collect personal information about you and how we use that personal information. You should read this privacy notice carefully so that you know and can understand why and how we use the personal information we collect and hold about you.

If you have any questions about this privacy notice or issues arising from it then you should contact Tree, who is responsible for matters relating to data protection at our organisation, including any matters in this privacy notice. You can contact them using the details set out above. We may update this privacy notice from time to time. This version was last updated on 27 June 2022.

1. Key Definitions

The key terms that we use throughout this privacy notice are defined below, for ease:

Personal Information: in this privacy notice we refer to your personal data as 'personal information'. 'Personal information' means any information from which a living individual can be identified. It does not apply to information which has been anonymised.

Special Information: certain very sensitive personal information requires extra protection under data protection law. We do not collect or hold any special information about you.

2. Details of personal information which we collect and hold about you

2.1 Set out below are the general categories and in each case the types of personal information which we collect, use and hold about you:

<i>General Category</i>	<i>Types of Personal Information in that category</i>	<i>Retention Periods</i>
Identity Information	This is information relating to your identity such as your name (including any previous names and any titles which you use), gender, marital status and date of birth	Up to 2 years after online service or course has ended.
Contact Information	This is information relating to your contact details such as e-mail address, addresses, telephone numbers	Up to 2 years after online service or course has ended.

3. Details of how and why we use personal information

3.1 We are only able to use your personal information for certain legal reasons set out in data protection law.

3.2 So that we are able to provide you with online services and courses, we will need your personal information. If you do not provide us with the required personal information, we may be prevented from supplying the online services and courses to you.

3.3 It is important that you keep your personal information up to date. If any of your personal information changes, please contact us as soon as possible to let us know.

3.4 Where we rely on consent for a specific purpose as the legal reason for processing your personal information, you have the right under data protection law to withdraw your consent at any time. If you do wish to withdraw your consent, please contact us using the details set out at the beginning of this notice. If we receive a request from you withdrawing your consent to a specific purpose, we will stop processing your personal information for that purpose, unless we have another legal reason for processing your personal information, in which case, we will confirm that reason to you.

3.5 We have explained below the different purposes for which we use your personal information:

Purpose

To allow us to contact you with appropriate information, for you to express interest in our online services and courses as a potential customer.

To improve the online services and courses and/or digital content for future customers and to grow our business.

To improve and grow our business, including our website, and to understand our customers' needs, desires and requirements.

4. Details of how we collect personal information and special information

4.1 We usually collect Identity Information & Contact Information directly from you when you fill out a form or questionnaire, purchase online services and courses and/or digital content from us and contact us by e-mail or otherwise.

4.2 We may receive some of your personal information from third parties or publicly available sources. This includes:

- a) Contact Information and Payment Information from our selected third-party suppliers, such as Stripe or Tutorbranch.
- b) Website, Device and Technical Information from third parties, such as analytics providers (like Google).

4.3 We may also receive Website, Device and Technical Information automatically from technologies such as cookies which are installed on our website. To find out more about these please see our cookie policy.

4.4 We do not sell or trade any of the personal information which you have provided to us.

5. Your rights under data protection law

5.1 Under data protection laws you have certain rights in relation to your personal information, as follows:

- a) Right to request access: (this is often called 'subject access'). This is the right to obtain from us a copy of the personal information which we hold about you. We must also provide you with certain other information in response to these requests to help you understand how your personal information is being used.
- b) Right to correction: this is the right to request that any incorrect personal data is corrected and that any incomplete personal data is completed.
- c) Right to erasure: (this is often called the "right to be forgotten"). This right only applies in certain circumstances. Where it does apply, you have the right to request us to erase all of your personal information.
- d) Right to restrict processing: this right only applies in certain circumstances. Where it does apply, you have the right to request us to restrict the processing of your personal information.
- e) Right to data portability: this right allows you to request us to transfer your personal information to someone else.

5.2 If you want to exercise any of the above rights in relation to your personal information, please contact us using the details set out at the beginning of this notice. If you do make a request then please note:

- a) we may need certain information from you so that we can verify your identity;
- b) we do not charge a fee for exercising your rights unless your request is unfounded or excessive; and
- c) if your request is unfounded or excessive then we may refuse to deal with your request.



6. Marketing

6.1 You may receive marketing from us about similar goods and services, where you have consented to this. However, we will give you the opportunity to manage how or if we market to you. In any e-mail which we send to you, we provide a link to either unsubscribe or opt out, or to change your marketing preferences. To change your marketing preferences, and/or to request that we stop processing your personal information for marketing purposes, you can always contact us on the details set out at the beginning of this notice.

6.2 If you do request that we stop marketing to you, this will not prevent us from sending communications to you which are not to do with marketing (for example in relation to online services and courses which you have purchased from us).

6.3 We do not pass your personal information on to any third parties for marketing purposes.

7. Third Party Websites

Our website may contain links to third party websites. If you click and follow those links then these will take you to the third party website. Those third party websites may collect personal information from you and you will need to check their privacy notices to understand how your personal information is collected and used by them.

8. Complaints

If you are unhappy about the way that we have handled or used your personal information, you have the right to complain to the UK supervisory authority for data protection, which is the Information Commissioner's Office. Please do contact us in the first instance if you wish to raise any queries or make a complaint in respect of our handling or use of your personal information, so that we have the opportunity to discuss this with you and to take steps to resolve the position. You can contact us using the details set out at the beginning of this privacy notice.

Cookies Info

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

The cookies on this website may be categorised as essential cookies, used for important reasons, such as:

- To provide a great experience for visitors and customers.
- To identify registered members (users who registered on the site).
- To monitor the performance and security of the platform.

For more information, you can go to: <https://allaboutcookies.org/> or contact ELTree using the details at the top of this document.

The following links explain how to access cookie settings in various browsers:

- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Google Chrome](#)
- [Cookie settings in Safari \(OS X\)](#)
- [Cookie settings in Safari \(iOS\)](#)
- [Cookie settings in Android](#)