



## PRIVACY POLICY

This privacy policy was last updated in December 2019.

### Who we are and what this privacy policy covers

This privacy policy explains how and why SketchBetter Ltd (“we”, “us” or “SketchBetter”) may collect and process personal data about you (and where applicable your child) including through your use of this website or when you purchase a service or product from us and your rights in relation to such personal data.

It is important that you read this privacy policy together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and is not intended to override them.

### Our commitment to you

We respect your privacy and are committed to protecting your personal data. Furthermore, we fully endorse and will adhere to the General Data Protection Regulation (Regulation (EU) 2016/679) (the “GDPR”) and all UK data protection legislation including the Data Protection Act 2018.

In particular we will comply with our legal obligations to keep personal data up to date, to store and destroy it securely, to not collect or retain excessive amounts of data, to use reasonable measures to protect personal data from loss, misuse, unauthorised access and disclosure and to ensure that appropriate technical measures are in place to protect personal data.

### How you acknowledge this privacy policy

By using any of our services (including our website) and by providing us with any personal data, you acknowledge that you understand that the use of the personal data will be in accordance with this policy.

Please do not send us any information if you do not want it to be used in this way.

Please note that if you do not provide certain requested information we may be unable to provide certain of our services to you and you may be unable to access certain content via our website.

This website is not intended for children.

### **Personal data which you provide on behalf of someone else**

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can (i) give consent on his/her behalf to the processing of his/her personal data and (ii) receive on his/her behalf any data protection notices.

### **The personal data we collect about you**

Personal data means any information about a living individual which allows them to be identified from that data. Identification can be by the information alone or in conjunction with any other information. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you (and where applicable your child) which we have grouped together as follows:

- **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of services and products you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, services and products.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

- **Health Data** includes medical information (including information about allergies) and any relevant safeguarding information.
- **Criminal Offences Data** includes information about criminal convictions and offences.

We may also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your (or your child's) personal data but is not considered personal data in law as this data will not directly or indirectly reveal your (or your child's) identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

Sensitive personal data\* may be collected by us e.g. when you register yourself or your child to attend a SketchBetter class/course/event/programme. We would only collect such information if you have been properly informed of the nature of the processing, the purpose for which it is being carried out and the legal basis we are relying on.

\* GDPR refers to **sensitive personal data** as 'special categories of personal data' (Article 9, GDPR) and includes data consisting of racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health or data concerning a natural person's sex life or sexual orientation.

## How we obtain information about you

### 1. Information which you provide us

You may provide us with personal data if, for example, you:

- fill in one of the forms on our website (for example the contact or enquiry form);
- email or phone us;
- meet us in person;
- register yourself or your child to attend a SketchBetter class/course/event/programme via email or our online booking system;
- register to join our mailing list which includes promotional information about upcoming classes, courses, events and programmes that we run;
- enter a competition or promotion;
- register to join our website community to be able to comment on and interact with published posts; or
- apply to work with us on a paid, voluntary or work experience basis.

### 2. Information we collect about you

We collect information about you when you engage with us online or by email e.g. when you visit our website, open or forward an email sent by us, engage with us on social media

networks or when you are served one of our tailored adverts. Information may be collected via cookies and similar technologies, as detailed below.

### 3. Information we receive from other sources

We may also collect information about you from reputable third parties that operate in accordance with UK data protection legislation or other public sources, if this is permitted by law, such as:

- social media sites;
- advertising networks;
- analytics providers such as Google (see <https://policies.google.com/privacy?hl=en-US> for Google's privacy policy);
- booking service providers;
- business partners;
- identity and credit reference agencies; and
- recruitment agencies.

### Use of cookies and similar technologies

We use cookies and similar technologies such as pixel tags and web beacons on our website and in some of our emails.

#### What is a cookie?

A cookie is a small file of letters and numbers which is sent to and stored on your computer (or other electronic device) to identify you whenever you visit a website.

There are many types of cookies but broadly they can be grouped by purpose:

- strictly necessary cookies – i.e. those cookies that are required for the operation of a website and include, for example, cookies that enable website users to log into secure areas of a website, use a shopping cart or make use of e-billing services;
- analytical or performance cookies – these allow website owners to recognise and count the number of visitors and to see how visitors move around their website when they are using it (this helps them to improve the way their website works, for example, by ensuring users are finding what they are looking for easily);
- functionality cookies – these are used to recognise a website user when they return to a website (this enables a website owner to personalise content for users, greet users by name and remember user preferences when they return to a website e.g. their choice of language or region);
- targeting cookies – these cookies record a website user's visit to a website, the pages they have visited and the links they have followed (this enables website owners to make their website and the advertising displayed on it more relevant to user interests).

Cookies can also be grouped according to whether they are 'first-party' cookies or 'third-party' cookies. The difference is that first-party cookies are placed and controlled by the

website you are visiting whereas third-party cookies are placed and controlled by a third-party.

### What are pixel tags and web beacons?

Pixel tags and web beacons are tiny graphic images embedded in a web page or in emails to achieve similar purposes as those described above.

### How and why we use cookies and similar technologies

We use strictly necessary and analytical/performance cookies as described **above**, including Google analytics cookies for statistical purposes to collect data about website usage (for example page views and time spent on our website). This data does not include personally identifiable information.

To learn **how to manage cookies and control your privacy** and how to **opt out of receiving email notifications or marketing materials** from us please read the relevant sections below. For a detailed cookie report, please **contact us**.

### How to manage cookies and control your privacy

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu). For a video about cookies visit [www.google.co.uk/policies/technologies/cookies](http://www.google.co.uk/policies/technologies/cookies).

The exact procedure to prevent new cookies from being installed and how to delete existing cookies depends on which browser you are using but the following links may be helpful:

- Internet Explorer  
<http://windows.microsoft.com/en-GB/internet-explorer/delete-manage-cookies>
- Safari  
<http://help.apple.com/safari/mac/8.0/#/sfri11471>
- Google Chrome  
<https://support.google.com/chrome/answer/95647?hl=en>
- Firefox  
see <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>  
and  
<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>

If you do not want your website visits to be recorded by Google Analytics you can opt-out with the addition of the [Google Analytics Opt-out Browser Add-on](#) which is available for Microsoft Internet Explorer 11, Google Chrome, Mozilla Firefox, Apple Safari and Opera.

You can choose to disable cookies in your internet browser but please note that if you delete cookies or decline to accept them you may not be able to use all of the features we offer, or store your preferences; in addition, some of our web pages might not display properly. If you want to turn off the more invasive cookies but leave most other functionality in working order, then a good option is to turn off third-party cookies using your browser settings.

In addition, we recommend that you check your privacy settings on any site which requires you to register or login, and that you never save your passwords in your browser or on your device, other than in a reputable password management system.

### **How we use your personal data**

We will only use your (or your child's) personal data when the law allows us to. Most commonly, we will use your (or your child's) personal data in the following circumstances:

- where we need to perform a contract we are about to enter into or have entered into with you;
- where it is necessary for our legitimate interests (or those of a third party) and your (or your child's) interests and fundamental rights do not override those interests; or
- where we need to comply with a legal obligation

Generally we do not rely on consent as a legal basis for processing your (or your child's) personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

Please note that we may process your (or your child's) personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your (or your child's) personal data. We have set out below, in a table format, a description of the ways we may use your (or your child's) personal data and which of the legal bases we may rely on to do so. We have also identified what our legitimate interests are where appropriate.

<b>Purpose of processing</b>	<b>Categories of Individuals</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register a new customer	Customers Children booked on a class, course, event or programme by	(a) Identity (b) Contact (c) Health	(a) Performance of a contract (b) Necessary for our legitimate interests

	their parent/guardian		(c) Necessary to comply with a legal obligation (d) Consent (e) Necessary for the establishment, exercise or defence of legal claims
To process quotations and deliver services/goods to customers including: (a) Managing payments, fees and charges (b) Collecting and recovering money owed to us	Customers	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract (b) Necessary for our legitimate interests (including to recover debts due to us)
To manage our relationship with customers which will include: (a) Notifying customers about changes to our terms (b) Asking customers to leave a review	Customers	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our services/products)
Asking customers to complete a survey	Customers	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract (b) Necessary for our legitimate interests (or the legitimate interests of a third party)

To enable customers to partake in prize draws/competitions	Customers	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract  (b) Necessary for our legitimate interests (to study how customers use our services/products, to develop them and grow our business)
To record any relevant information about those attending a SketchBetter class/course/event/programme to ensure their safety	Customers  Children booked on a class, course, event or programme by their parent/guardian	(a) Identity (b) Contact (e) Health	(a) Performance of a contract  (b) Necessary for our legitimate interests  (c) Necessary to comply with a legal obligation  (d) Consent  (e) Necessary for the establishment, exercise or defence of legal claims
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Customers  Staff	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)



			(b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to customers and measure or understand the effectiveness of the advertising we serve to customers	Customers	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our services/products, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	Customers	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our services and products, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to customers about services or goods that may be of interest to them	Customers	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)
Staff Administration	Staff (and job applicants)	(a) Identity (b) Contact (c) Financial	(a) Performance of a contract (b) Necessary to comply with a

		(d) Health	<p>legal obligation (e.g. sending information to HMRC if required)</p> <p>(c) Necessary for our legitimate interests (e.g. to keep our records updated)</p> <p>(d) Necessary for the purposes of exercising the employment law rights or obligations of the Company or the data subject</p> <p>(e) Necessary for the establishment, exercise or defence of legal claims</p>
To ensure our Staff have enhanced DBS checks when working with children	Staff	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Criminal Offences</p>	<p>(a) Necessary for our legitimate interests</p> <p>(b) Necessary to comply with a legal obligation (the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975)</p> <p>(c) Necessary for the purposes of performing or exercising employment law rights or obligations of the Company or the data subject</p>

			(d) Authorised by law (the Data Protection Act 2018 and the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975) (e) Consent
To manage our relationship with suppliers	Suppliers	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract (b) Necessary to comply with a legal obligation (e.g. sending information to HMRC if required) (c) Necessary for our legitimate interests (e.g. to keep our records updated)
To manage our relationship with consultants	Consultants	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract (b) Necessary to comply with a legal obligation (e.g. sending information to HMRC if required) (c) Necessary for our legitimate interests (e.g. to keep our records updated)

We will only use your information for the purpose it was collected (or for similar/related purposes). If we need to use your personal data for an unrelated purpose we will notify you and we will explain the legal basis which allows us to do so.

## Who your personal data may be shared with

We recognise that your information is valuable and will take all reasonable measures to protect your information while it is in our care (see how [below](#)).

Your personal data may be transferred to:

- third party instructors for the purpose of providing classes/courses/events/programmes on our behalf;
- third party service providers who store/process information on our behalf, including providers of payment services, information technology, identity management, website hosting and management (e.g. Wix - see <https://www.wix.com/about/privacy> for Wix's privacy policy), data analysis, data back-up, security and storage services;
- mailing or printing agents, contractors and advisers that provide a service to us or act as our agents;
- insurance companies, law enforcement, regulatory, or other government agencies for the purposes of fraud prevention and/or to comply with any legal and regulatory issues and disclosures; and
- third parties to whom we may choose to sell, transfer or merge parts of our business or our assets and if a change happens to our business then the new owners may use your personal data in the same way as set out in this privacy policy.

We may also share certain pieces of aggregated, non-personal data about you with third parties. For example, we may provide a third party with information such as the number of users who searched for a particular term or how many users clicked on a particular advertisement. This information does not identify you individually.

We do not sell, rent, distribute or otherwise make personal data commercially available to any third party except as described in this policy or with your prior permission.

## Security and protection of your personal data

We use reasonable technical, administrative and physical controls to safeguard your (and where applicable your child's) personal data from unlawful use and unauthorised disclosure. For example, we store your personal data digitally on a password protected Google database which is only accessible by the SketchBetter personnel. Where records are paper-based (for example consent forms, student agreements and scholarship contracts) they are kept in a secure locked filing cabinet which is only accessible by SketchBetter personnel. In all cases we will ensure that any access or transfer of your personal data is compliant with UK data protection law.

Where we use third parties ([see above](#)) to provide elements of our service and/or to process data on our behalf they are bound by law or contract to protect your personal data and only use it in accordance with our instructions. We only allow third parties to handle your personal data on the understanding that they will keep the information confidential.

We normally only store your personal data within the European Economic Area (“EEA”). If one of our service providers needs to transfer your personal data outside of the EEA then we will either ensure a data protection level equal to the one in the EEA or we will obtain your consent to the transfer. The way we ensure a data protection level equal to the one in the EEA is by ensuring at least one of the following safeguards are implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US. For further details, see [European Commission: EU-US Privacy Shield](#).

For example, Wix through whom we host our website may transfer your personal data outside of the EEA as they are a US organisation – they however participate in and comply with the EU-US Privacy Shield Framework and accordingly the European Union allows the transfer.

All SketchBetter personnel who have access to personal and/or confidential information are subject to confidentiality and data protection obligations.

While we will use all reasonable efforts to safeguard your personal data you acknowledge that the use of the internet is not entirely secure and understand that we cannot guarantee the security or integrity of any personal data that is transferred from you or to you via the internet. If you want detailed information on how to protect your information and your computers and devices against fraud, identity theft, viruses and other online problems you can visit [Get Safe Online](#), which is supported by HM Government and leading businesses.

### **Data retention**

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

By law we have to keep basic information about our customers (including Contact, Identity and Transaction Data) for seven years after they cease being customers.

In some circumstances you can ask us to delete your data: see [\*\*your rights\*\*](#) below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

### Links to third-party sites

This privacy policy only addresses the use and disclosure of personal data by us. Our website may include links to third-party websites, plug-ins and applications which may be of interest to you. In addition, we may provide social sharing and follow buttons on our website. If you use or follow these links or buttons to any of these third party sites, please be aware that they have their own cookies and privacy policies which we recommend you read. We do not control these other sites and we cannot be responsible for the content of these sites or for protection of any information you provide to other sites. You should be cautious when entering personal data online.

### Your rights

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights.

You have a number of legal rights under applicable data protection legislation in relation to the personal data that we hold about you, including:

- The right to **request access** to a copy of the personal data that we hold about you and certain supplementary information (e.g. the sources from which we acquired the information, the purposes for processing the information and the persons/entities with whom we are sharing the information). We may (i) refuse to provide details and/or (ii) charge a small fee, if relevant legislation allows us to do so, in which case we will provide reasons for our decision as required by law.
- The right to **request erasure** of your personal data in certain circumstances. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Please note that there may be circumstances where you ask us to erase your information but we are legally entitled to retain it (the specific legal reasons will be notified to you, if applicable, at the time of your request).
- The right to **withdraw your consent** to the use of your information where we are relying on that consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain services or products to you. We will advise you if this is the case at the time you withdraw your consent. Please note that we may still be entitled to process your information if we have another legitimate reason (other than consent) for doing so.
- In some circumstances, you have the right to receive some of your information in a usable format and/or request we transmit that data to a third party where this is

technically feasible. Please note that this **right of transfer** only applies to information which you have provided to us.

- The right to **request correction** of the personal data we hold about you free of charge, if it is inaccurate or incomplete (though we may need to verify the accuracy of the new data you provide to us).
- The right to **object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- The right to **request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
  - If you want us to establish the data's accuracy.
  - Where our use of the data is unlawful but you do not want us to erase it.
  - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
  - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Again, there may be circumstances where you ask us to restrict the processing of your information, but we are legally entitled to refuse that request.

- The right to **make a complaint** with the **Information Commissioner** if, after raising your concern with us and **making a privacy complaint**, you think that any of your rights have been infringed by us.

You can exercise your rights by **contacting us**. Please note that we usually act on requests and provide information free of charge. We may however be entitled to refuse to act on a request and we may charge a reasonable fee in relation to our administrative costs if the request is baseless, excessive or repeated.

We will respond to you as soon as we can. This will generally be within one month from the date we receive your request but if your request is going to take longer to deal with we will let you know.

### **How to opt out of receiving marketing materials**

You have the right to opt out from receiving marketing materials from us. You can do this by **contacting us** or by clicking on the relevant link in the email itself. You may choose to opt out of one or all lists.

### **Making a privacy complaint**

If you want to submit a written complaint about how we handle your personal data, please **contact us**.

If you make a privacy complaint, we will respond to let you know how your complaint will be handled. We may ask you for further details, consult with other parties and keep records regarding your complaint.

### **Contact and further information**

If you have any questions or concerns about this privacy policy or the information we hold about you please [contact us](#).

### **Changes to our privacy policy and your duty to inform us of changes**

This privacy policy is subject to change from time to time without notice. Changes may be made when our business practices change or when data privacy laws are updated. You should therefore check this policy regularly to ensure that you are aware of any changes. This version was last updated in December 2019 and historic versions can be obtained by [contacting us](#).

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.