



This privacy policy sets out how Linden Learning Ltd uses and protects any information that you give Linden Learning Ltd when you access this website.

Linden Learning Ltd is committed to ensuring that your privacy is protected. Any information you provide by which you can be identified when using this website will only be used in accordance with this privacy statement.

Linden Learning Ltd may change this policy from time to time and will publish updates on this page.

This policy is effective from 31 March 2018.

### **What we collect**

From 31 March 2018 we will collect information for our data list if you submit it via our subscribe form on our web site, If you subscribe to being contacted by Linden Learning to receive company news and/or information on our training courses we will collect and hold securely the following personal data:

\*Name

\*email address

You may also opt in by submitting your information by email to [michelle.gardiner@lindenlearning.org](mailto:michelle.gardiner@lindenlearning.org) or by writing to Michelle Gardiner, Business Manager, Linden learning Ltd, 20 Slaithwaite Road, London SE13 6DJ.

### **What we do with the information we gather**

We require this information to understand your needs and use it to provide you with a good service and in particular, for the following reasons:

\*To update our internal records related to our courses and services

\*To send you promotional emails about CPD events, training opportunities, coaching or education news or other information we think you may find of professional benefit using the email address which you have provided.

\*To contact you for a specific business-related matter or for marketing purposes via email or telephone.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. All our documents that hold personal data are password-encrypted and are stored within a file hosting service that is designed with multiple layers of protection, including secure data transfer, encryption, network configuration, and application-level controls distributed across a scalable, secure infrastructure.



## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use Google Analytics traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Please visit <https://privacy.google.com/businesses/compliance> for more information on how Google complies with GDPR.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Traffic analysis**

We use Google Analytics traffic log cookies, which track the use of our website, including

- \*pages visited
- \*geographic areas users are located in
- \*operating systems, devices and browsers
- \*websites users have visited before they visit lindenlearning.org

This helps us analyse our web page traffic and to improve our website in order to tailor it to customer needs. We use this information for statistical analysis purposes only. No individuals are identified.

As it is technically possible for Google employees to access personally identifiable data, we have limited our Google data sharing to:

- \*Benchmarking, that is we contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help us understand data trends. All identifiable information about our website is removed and combined with other anonymous data before it is shared with others.



\*Technical support, that is we let Google technical support representatives access our Google Analytics data and account when necessary to provide service and find solutions to technical issues.

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### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

You may choose to restrict or stop Linden Learning's collection or use of your personal information at any time. There are two ways to do this

\*Visit "[http://lindenlearning.org/contact us](http://lindenlearning.org/contact-us)

\*Send a message or email our Business Manager [michelle.gardiner@lindenlearning.org](mailto:michelle.gardiner@lindenlearning.org).

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

### **Access request**

You may request details of personal information which we hold about you under the GDPR 2018. This information will be provided to you free of charge within one month of making an access request. If you would like a copy of the information held on you please email [michelle.gardiner@lindenlearning.org](mailto:michelle.gardiner@lindenlearning.org) or write to Michelle Gardiner, Business Manager, Linden learning Ltd, 20 Slaithwaite Road, London SE13 6DJ.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.