

MKDDA Privacy Policy

Your confidence in the way I look after your data is really important. This Privacy Policy sets out to explain the types of personal data I may collect about you when I talk and how I store, handle and keep that data safe. It also sets out your rights, how to contact me and (if you need to) how to complain in the event you have a problem or complaint.

Protecting your data

When I collect or process your personal data I am regulated by the [General Data Protection Regulation](#) which applies across the European Union (including the United Kingdom) and I am responsible as 'controller' or 'processor' of that personal information for the purposes of those laws.

The personal information I collect and use

It won't be a surprise to know that most of the information I collect about you is needed to deliver the products and services you have asked for (such as support, training, membership, accreditation etc) or to keep you informed about things you might reasonably expect, given the relationship. That tends to include things like:

- Who you are – so I know what to call you
- Where you live - so I can send you things
- Telephone number and email – so I can keep in touch
- If you purchase something from us, financial information
- If you want to work with us, proof of identity
- If you contact us as a parent or carer, information about your children

As you would expect, I must keep records to comply with the law regarding (for example) criminal activity or fraud.

Information collected from other sources

Sometimes, I obtain personal information from:

- Local dyslexia associations (Local Associations/LDAs)
- Publicly accessible Websites like Ofsted and the electoral roll
- Other Websites
- Social media

How I use your personal information

Normally, I use your personal information to:

- Deliver the products and services I have agreed to provide you with and inform you of similar or related products or services
- Provide you with support, assistance and services in relation to dyslexia and related neurodiverse conditions in education or the workplace ('services')
- To better understand the needs of dyslexic/dyscalculia and non-dyslexic/non-dyscalculia people
- Occasionally, to verify your identity and your circumstances with third parties

- Send you information about my services. You may opt out of receiving these at any time
- Introduce you to third parties to help us to provide you with my services
- Invite you to events which I, my clients or third parties organise, which I believe you may be interested in. You may opt out of receiving these at any time

Who I share your personal information with

I do not routinely share personal data with anyone unless there is a good reason to do so. This might include:

- Local Associations – I will share your information with a Local Association if you have given us permission to do so
- Other Third Parties ('third parties') – I will share your information with 3rd Parties where it is necessary for provision of my services.

My Assessment Service and most third parties I deal with are inside the European Economic Area. However, occasionally, I may need to pass your data outside the European Economic Area — for further information, including how I safeguard your personal data when this occurs, see 'Transfer of your information out of the EEA' (below).

As you would expect, I will share personal information with law enforcement or other authorities, if required by applicable law. I will not share your personal information with any other third party.

How long your personal information will be kept

I will hold your personal data for as long as it is needed for us to provide you with the services or for the period I am required to retain this information by applicable UK tax law (currently 6 years), whichever is the longer.

Reasons I can collect and use your personal information

Rather than bombard you with requests for permissions, I try to limit the data I keep that is required to fulfil my contractual obligations to you and the pursuit of a legitimate interest as the lawful basis on which I collect and use your personal data. My legitimate interest is providing you products and services in relation to dyslexia/dyscalculia.

In limited circumstances, I may also rely on the need to protect your interests (or those of a third party) and/or where processing is in the public interest or for official purposes.

Where I process special category personal information, for example children's and criminal information, I will only do so with your explicit consent.

Transfer of your information out of the European Economic Area

I will not otherwise transfer your personal data outside of the United Kingdom or to any organisation (or subordinate bodies) governed by public international law or which is set up under any agreement between two or more countries.

Your rights

Under the General Data Protection Regulation you have several important rights including:

- The fair processing of information and transparency over how I use your personal information
- Access to your personal information and to certain other supplementary information that this Privacy Policy is already designed to address
- Requiring myself to correct any mistakes in your information which I hold
- Requiring the erasure of personal information concerning you in certain situations
- Receiving the personal information concerning you which you have provided, in a structured, commonly used and machine-readable format and have the right to transmit that data to a third party in certain situations
- Objecting at any time to processing of personal information concerning you for direct marketing
- Objecting to decisions being taken by automated means which produce legal effects concerning you or significantly affect you
- Objecting in certain other situations to continued processing of your personal information
- Restricting the processing of your personal information in certain circumstances

- Claiming compensation for damages caused by a breach of any data protection laws
- Exercising these rights free of charge

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

Exercising your rights

If you would like to unsubscribe from any email newsletter you can click the unsubscribe button/respond asking us to unsubscribe you. It may take up to 21 days for this to take place.

If you would like to exercise any of those wider rights, please:

- email, call or write (details of how below)
- Provide enough information to identify you (e.g. name and property details)
- Provide proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill) and let us know the information to which your request relates

Keeping your personal information secure

I have appropriate security measures in place to prevent personal information from being accidentally lost, used or accessed in an unauthorised way. I limit access to your personal information to those who need to know it. Those processing your information will

do so only in an authorised manner and are subject to a duty of confidentiality.

I also have procedures in place to deal with any suspected data security breach. I will notify you and any applicable regulator of a suspected data security breach, where I am legally required to do so.

Use of cookies

I use several different cookies on my website. These are used solely to remember your preferences on this site and for Google Analytics.

How to complain

I hope that I can resolve any query or concern you raise about my use of your information.

If you have a complaint or query, please contact Marlo Kinnear on marlo@mkdda.co.uk

The General Data Protection Regulation also gives you the right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) where you work, normally live or where any alleged infringement of data protection laws occurred.

The supervisory authority in the UK is the Information Commissioner who may be contacted at:

<https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

Changes to this privacy notice

This privacy notice was published on 117.02.2022.

I may change this privacy notice from time to time and this will be reflected on my website.