

# GDPR & PRIVACY POLICY

Bullfrog Productions takes the privacy of your information very seriously. This privacy policy applies to our use of any and all data collected by us, or provided by you, in relation to your relationship with Bullfrog Productions.

## Definitions and Interpretation

In this privacy policy, the following definitions are used:

Data	Collectively all information that you submit to Bullfrog Productions, via the website, emails, registration forms, and transactions. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws.
Data Protection Laws	Any applicable law relating to the processing of personal data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation.
GDPR	The UK General Data Protection Regulation.
Website	The website <a href="http://www.bullfrogproductions.co.uk">www.bullfrogproductions.co.uk</a> , and any sub-domains of this site unless expressly excluded by their own terms and conditions.

## Scope of this Privacy Policy

For purposes of the applicable Data Protection Laws, Bullfrog Productions is the "data controller". This means that Bullfrog Productions determines the purposes for which, and the manner in which, your data is processed.

## Data Collected

We may collect the following data, which includes personal data, from you:

- Student name
- Student date of birth
- Student gender
- Parent/Guardian contact information, such as names, email addresses and telephone numbers
- Demographic information such as full address

## How We Collect Data

We collect data in the following ways:

- Data is given to us by you
- Data is collected automatically

## **Data That Is Given To Us By You**

Bullfrog Productions will collect your data in a number of ways, for example:

- When you contact us through the website, by telephone, post, e-mail, social media, or through any other means.
- When you enter a competition or promotion through a social media channel.
- When you make payments to us, through the website or otherwise.
- When you elect to receive marketing communications from us.
- When you use our services.

## **Data that is collected automatically**

To the extent that you access the website or our social media pages, we will collect your data automatically. This information helps us to make improvements to website and social media content and navigation, and includes your IP address, the date, times and frequency with which you access the website and social media accounts, and the ways in which you use and interact with its content.

## **Our Use of Data**

Any or all of the above data may be required by us from time to time on order to provide you with the best possible service and experience with Bullfrog Productions. Specifically, data may be used for the following reasons:

- Internal Record Keeping
- Transmission by email marketing materials that may be of interest to you

We may use your data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your Rights" below).

For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:

- Soft-opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you contact us to ask for more details about a particular product/service, and we are marketing similar products/services). Under soft-opt-in consent, we will take your consent as given unless you opt-out.
- For other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we will provide.
- If you are not satisfied about our approach to marketing, you have a right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your Rights" below.

## **Who We Share Data With**

We may share your data with the following groups of people for the following reasons:

- Our teachers, to allow them to take registers, and have access to parent/guardian contact information in case of emergency.
- The ISTD in the event your child is entered into an examination.

## Keeping Data secure

We use technical and organisational measure to safeguard your data:

- All electronic data is stored on a secure database, controlled by a unique username and password.
- All paper data is stored in a locked box.

Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your data, please let us know immediately by contacting us via this email address: [info@bullfrogproductions.co.uk](mailto:info@bullfrogproductions.co.uk).

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## Data Retention

Unless a longer retention period is required or permitted by law, we will only hold your data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy, or until you request that the data be deleted. Even if we delete your data, it may persist on backup or archival media for legal, tax, or regulatory purposes.

## Your Rights

You have the following rights in relation to your data:

- Right to access – the right to request copies of the information we hold about you at any time, or that we modify, update or delete any such information. If we provide you with the access to the information we hold about you, we will not charge for this, unless your request is “manifestly unfounded or excessive”. Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
- Right to correct – the right to have your data rectified if it is inaccurate or incomplete.
- Right to erase – the right to request that we delete or remove your data from our systems.
- Right to restrict our use of your data – the right to “block” us from using your data, or limit the way in which we can use it.
- Right to data portability – the right to request that we move, copy, or transfer your data.
- Right to object – the right to object to our use of your data, including where we use it for our legitimate interests.

To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your data (where consent is our legal basis for processing your data), please contact us via this e-mail address: [info@bullfrogproductions.co.uk](mailto:info@bullfrogproductions.co.uk).

If you are not satisfied with the way a complaint you make in relation to your data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.

It is important that the data we hold about you is accurate and current. Please keep us informed if your data changes during the period for which we hold it.

### **Changes of Business Ownership and Control**

Bullfrog Productions may, from time to time, expand or reduce our business and this may involve the sale and/or transfer of control of all or part of Bullfrog Productions. Data provided by customers will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the data for the purposes for which it was originally supplied to us.

We may also disclose data to a prospective purchaser of our business or any part of it.

In the above instances, we will take steps with the aim of ensuring your privacy is protected.

### **General**

You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal, or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

This agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

### **Changes To This Privacy Policy**

Bullfrog Productions reserves the right to change this privacy policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on the website, and you are deemed to have accepted the terms of the privacy policy on your first use of the website following the alterations.

You may contact Bullfrog Productions by e-mail at [info@bullfrogproductions.co.uk](mailto:info@bullfrogproductions.co.uk).