

Privacy Policy for SEND@Heart

SEND@Heart is a UK based specialised SEND consultancy. We value your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and protect your information when you visit our website, purchase our products, or use our services related to Special Educational Needs. We are responsible for handling your personal data and complying with applicable data protection laws in the UK, including the General Data Protection Regulation (GDPR).

By using our website, you agree to the collection and use of information in accordance with this policy.

Data We Collect

We may collect and process the following types of personal data:

- **Identity Data:** Name, username, or similar identifiers.
- **Contact Data:** Email address, billing address, delivery address, phone number.
- **Financial Data:** Payment card details (handled securely by third-party payment processors).
- **Transaction Data:** Details about your purchases and payments.
- **Technical Data:** IP address, browser type, time zone, location, and device information.
- **Usage Data:** Information about how you use our website, products, and services.
- **Marketing Data:** Your preferences for receiving marketing and communications.

Data on children, young people and families

We need relevant and specific information on children and young people to ensure that we provide the best possible support and advice to the school, setting or parents/carers. Some of this information may be highly personal, relating to the child, its parents, family circumstances and school(s). We will never collect any unnecessary personal data from you.

IMPORTANT: For SEND@Heart to deliver its services, you may need to disclose information to us relating for example to a spouse or partner. Please provide explicit consent from each adult whose personal information you share with us during our services.

Safeguarding

We are required to share information about any safeguarding concerns if we feel that a child is at risk of harm. We will report any such concerns to the relevant Local Authority Social Services - Please see our Safe-Guarding Policy and Terms and Conditions.

The categories of pupil & parent information that we collect, hold and share include but are not limited to:

- **Personal information** (such as name, age, gender, language, ethnicity, school attending etc.)
- **Photographs** (with consent only)
- **Contact details and preferences** (contact telephone numbers, email addresses, addresses)
- **Attendance information** (such absence reasons)
- **Assessment information** (such as attainment and National Curriculum levels)
- **Data about pupils received from organisations**, including schools and local authorities
- **Relevant medical information and Special educational needs information** (e.g. EHCP's)
- **Other** - e.g. Safeguarding information, Exclusion information, Behavioural information.

How We Collect Your Data

We collect data through the following methods:

- **Direct interactions:** You provide personal data when you fill out forms, purchase products, or request support.
- **Automated technologies:** As you interact with our website, technical data may be automatically collected.
- **Third parties:** We may receive personal data from payment processors or analytics providers.

How We Use Your Data

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

- **To improve our website:** Improving the services we provide to you and monitoring usage to enhance user experience
- **To communicate with you:** Responding to inquiries, sending order confirmations, and providing advice and support through our consultations
- **To process transactions:** Managing payments and delivering products or services
- **To periodically send promotional emails** about services or other information which we think you may find interesting
- **To comply with legal obligations:** Managing tax, accounting, and legal requirements

Legal Basis for Processing

We process your data under the following legal bases:

- **Performance of Contract:** When you make a purchase, we use your data to fulfil that contract
- **Consent:** For marketing communications, we rely on your consent, which you can withdraw at any time
- **Legitimate Interest:** We may process data to improve our services to you and ensure the security of our website
- **Legal Obligation:** Certain data may be processed to comply with legal obligations, such as record-keeping

Sharing Your Data

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law. Any personal information we request from you will be safeguarded under the General Data Protection Regulation (GDPR).

Data Security

We use appropriate technical and organisational measures to protect your data from unauthorised access, loss, or misuse. This includes encryption, firewalls, and regular security assessments.

Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for. We will not keep your personal information for longer than is necessary.

Your Rights

To exercise your rights, please contact us at info@sendatheart.com

You have the following rights regarding your personal data:

- **Access:** Request a copy of your data.
- **Rectification:** Correct any inaccurate or incomplete data.
- **Erasure:** Request deletion of your data in certain circumstances.
- **Restriction:** Request a halt to the processing of your data.
- **Objection:** Object to the processing of your data for marketing purposes.
- **Withdraw consent:** If we rely on your consent, you can withdraw it at any time.

Cookies

We use cookies to enhance your experience on our website. Cookies are small files stored on your device that help us improve website performance and personalize content. You can manage your cookie preferences in your browser settings.

Third-Party Links

Our website may include links to third-party websites. Once you have left our website to visit an external website 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 that you provide whilst visiting such sites and this privacy statement does not govern such sites. You should exercise caution and look at the privacy statement applicable to the website in question.

Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with notification on our website.

Contact Us

If you have any questions about this Privacy Policy or how we manage your data, please contact us: **Email:** info@sendatheart.com **Phone:** 07599961647