



Privacy Notice

Last Updated: September 2024

Authors: Joanne Caputo and Francesca Garsed-Brand

At Rising Kites, we are committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, and protect the personal data you provide to us, in compliance with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

1. Who We Are

Rising Kites is dedicated to providing specialised educational services, including assessments and consultations. As a data controller, we are responsible for your personal data, ensuring its security and confidentiality.

2. What Information We Collect

We collect personal data that is necessary for us to provide our services effectively. This includes, but is not limited to:

- **Personal Identifiers:** Name, date of birth, and contact details (address, phone number, email).
- **Assessment Data:** Information collected during educational assessments, including test results and other relevant reports.
- **Consultation Information:** Details shared during consultations, including any background information pertinent to the services provided.
- **Payment Information:** Billing details to process payments for our services.

3. How We Use Your Information

We use your personal data to:

- Provide the services you have requested, including assessments and consultations.
- Communicate with you about your services, appointments, and any relevant updates.
- Process payments and manage your account.
- Maintain our records in accordance with legal requirements.
- Improve our services by analysing the data we collect.

4. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- **Contractual Necessity:** To fulfill the contract we have with you (e.g., providing an assessment or consultation).
- **Legitimate Interests:** To manage our business operations, such as record-keeping, service improvement, and communication.
- **Consent:** Where you have provided explicit consent for certain types of processing, such as receiving marketing communications.

5. Sharing Your Information

We treat your personal data with the utmost confidentiality. We may share your data with:

- **Service Providers:** Professionals who deliver the services you have requested, as well as essential members of our admin team.
- **Legal Authorities:** If required by law or in response to legal processes.
- **Third-Party Vendors:** For processing payments or maintaining our IT systems, all of whom comply with GDPR standards.

We do not sell or rent your personal information to third parties for marketing purposes.

6. Data Security

We have implemented robust security measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction. Our IT infrastructure is regularly reviewed and updated to safeguard your data against evolving threats.

7. Your Rights

Under GDPR, you have the following rights concerning your personal data:

- **Access:** The right to request a copy of the personal data we hold about you.
- **Rectification:** The right to request correction of any inaccurate or incomplete data.
- **Erasure:** The right to request deletion of your data where it is no longer necessary for the purposes it was collected.
- **Restriction:** The right to request limited processing of your data in certain circumstances.
- **Objection:** The right to object to the processing of your data based on legitimate interests.
- **Data Portability:** The right to receive your personal data in a structured, commonly used format and transfer it to another data controller.

If you wish to exercise any of these rights, please contact us using the details provided below.

8. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes for which it was collected, including any legal or reporting requirements. Assessment reports for individuals under 16 years are kept until their 24th birthday, while reports for those over 16 are kept for up to six years.

9. Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in our practices, legal requirements, or other factors. Any updates will be posted on our website, and we will notify you of any significant changes.



10. Contact Us

If you have any questions or concerns about this Privacy Notice or how we handle your personal data, please contact our Data Protection Officers:

Rising Kites

Email: jo@risingkites.co.uk | fran@risingkites.co.uk

Phone: 07943832219 / 07779591287

By using our services, you agree to the terms outlined in this Privacy Notice. We are committed to ensuring your privacy and will continue to update our practices to protect your personal data.