

Executive Summary – Data Privacy

EvaluateMySchool is a service provided by Evaluate IT Ltd offering a secure, cloud-based service for use in schools, local authorities and multi-academy trusts, aimed at improving the quality and consistency of self-evaluation. This Privacy Policy applies to information about you (whether you are an Admin User, a Contributor, or a Reviewer) and anyone else's data which is stored using our services.

Evaluate IT Ltd and EvaluateMySchool are committed to protecting your personal information when you are using its services. This Privacy Notice applies to limited information held about you and individuals connected to your organisation by Evaluate IT Ltd and EvaluateMySchool, which acts as either a data controller or a processor depending on its role, as described below.

This Privacy Policy explains the following (amongst other things):

- who we are and how to contact us;
- how we may collect data from you and other data sources;
- the laws that apply to our use of your information;
- our roles when handling your data;
- what we will use this information for and how it will protect it;
- when we may use your details to contact you with marketing;
- whether we will disclose your details to anyone else and in any overseas country; and
- your choices regarding the personal information you provide to us.

We may need to update this policy and we will give you notice of this where reasonably possible; where you have given us your email address, we may use this to notify you of such changes and we will post a note on the site to inform you that this policy has been updated. Please check this policy regularly to ensure you always understand how we use your information. All terms that are defined in this policy shall have the meanings given to them in the User Terms.

Last revised 31/01/21

FULL DATA PRIVACY STATEMENT

1. Who we are and how to contact us

Evaluate IT Ltd, trading as EvaluateMySchool is, (“EvaluateIT”, “EvaluateMySchool”, “us”, “we” or “our”), a company registered in England 4 Merrow Chase, Merrow, Guildford, GU1 2RY with company number **12090188**. Evaluate IT Ltd offers its users access to an online self-evaluation service, including but not limited to SEND, Disadvantaged, Curriculum, Safeguarding and Whole School Evaluation. Our data protection lead (DPL) responsible for communicating with you about our use of your data can be contacted at support@evaluatemyschool.co.uk

2. How we collect data from you and other data sources

This Privacy Policy relates to our use of any personal information we collect from you:

- by registering online or placing an order for any of our products or services
- by voluntarily completing a customer survey or providing feedback on any of our message boards or via email correspondence ;
- by using or viewing our website via your browser’s cookies
- by accessing official Evaluate IT Ltd or EvaluateMySchool content on other websites including social media.

You give us your personal data directly through registering for a free trial, setting up your user account profile, commenting on content on our site or social media, completing online forms, as well as personal information you provide to us by phone, SMS, livechat, email, in letters and other correspondence and in person. It may also include data contained in content and records you upload to the site. It is at your discretion if you choose to upload evidence through EvaluateMySchool to store on our servers, if it contains personal identifiable information. We recommend anonymising the data before uploading.

The types of this direct information we collect about you may include:

- Your name and job title;
- Your user name;
- Your email addresses;
- Your postal address;
- Telephone or mobile numbers;
- Your user generated content;
- Your billing details;
- Your school(s) / academies / trust / local authority at which you are registered as a user;
- Other information we receive from your organisation.

In addition, Evaluate IT Ltd and EvaluateMySchool may receive and process technical data about you through:

- The information we get from your day to day use of the Site (for example frequency of visits, how long you spend on each page and the content you view, interact with, download and upload);
- Your IP address (which is a number that can uniquely identify a specific computer or other network device on the internet) and other unique online identifiers such as Google Advertising IDs;
- Your browser type;
- Your device’s operating requirements and its settings and permissions;
- Your location.

We need this data to assist with customer and technical support, to verify your credentials and access levels and to help our business understand the way our users interact with our service.

We also may collect data from the following third-party data sources (provided such collection and use is in accordance with data protection laws):

- any publicly available [social media](#) sources that may help us understand our audience and what products you might be interested in;
- other subscribers to our services;
- third party [list providers](#).

3. The data protection laws and principles we honour

Whenever you provide us with your personal information, we are legally obliged to use your information in line with all applicable laws concerning the protection of personal information, including the UK Data Protection Act 2018 and the EC General Data Protection Regulation 2016/679 (“**GDPR**”) as those laws may be replaced or amended from time to time. These laws are referred to collectively in this policy as the “data protection laws”.

A fundamental feature of the data protection laws is the establishment of privacy principles at Article 5 of the GDPR including the principles of transparency, purpose-limitation, data accuracy, retention/storage, data security and integrity, and data minimisation. We operate our business in accordance with these principles. A key principle of the GDPR is that we must have a lawful basis to use your data. The six forms of lawful basis that are available are summarised below:



Evaluate IT Ltd and EvaluateMySchool relies on two main legal bases for its use of your data.

Firstly, that our use is necessary in order to perform our contract with you (being our User Terms and any documents they refer to) and is a reasonably proportionate and integral use of your data. For example, this applies when we use your data to provide you with access to our resources and to fulfil orders for the products or services you have requested, to manage product and technical support, to invoice you and to run integral support tools including engagement of essential third-party providers.

Secondly, we rely on the 'legitimate interests' basis where our use of the data has been analysed to be balanced in our interests. This would cover our marketing and business intelligence and certain sales functions, certain of our analytics tools, our personalisation of your content, our processing of license renewals and our engagement of third-party providers to provide any non-essential functions. We will continually assess our legitimate business needs against the need to maintain and protect your individual rights and freedoms. In summary, we conduct a 3-stage test to challenge ourselves and confirm our legitimate interests to hold personal data as follows:

- We identify what our legitimate business interests are at any given time.
- We check the necessity of processing the personal data for the purpose which we are intending. We check that there are not any less intrusive means to deliver the objective.
- We make sure we weigh the balance of the interests of our business with the interests of the individuals whose personal information we hold.

We may also rely on your explicit consent on occasion during your online journey – for example to send you certain SMS messages, email messages, some survey requests or where you wish us to help you share your professional experience with others.

When we do use your data and whichever legal basis we rely on, we will always ensure we consider that it is necessary and proportionate.

4. Our roles as a data controller and a processor

In common with most businesses, we handle your data in two different ways – firstly as a *data controller* when we handle your data for our own business purposes and make decisions on how and why to do this. This includes when we use it for marketing, invoicing and to provide you with the service you have subscribed to.

We may also process your data as a *data processor* on behalf of your school organisation. For example, when you use our site to store school performance data and supporting evidence, or when you use our systems to record personal data about third parties such as teaching professionals or other members of your organisation. When we handle this data, we are processing it on your behalf and it is your school organisation that is the data controller.

The table below outlines the role and relationship of Evaluate IT Ltd and EvaluateMySchool to the personal data accessed through our services.

Where we are the Data Controller	Where we are the Data Processor
Messaging between us and invoicing	Compliance and experience records: When you use our service to upload details of your experience or your compliance and evidence, you are using our site as a storage mechanism only
Registering you as a user of our services and providing you with our online content and support	Other data about third parties: When you use our service to upload records about third parties such as other teaching professionals within your organization, or students
Marketing to you, personalizing your content and sending you surveys	
Using technical information you generate customer support: Analytics, site usage, type of browser and/or device, frequency of visits, customer support. We control the service as a product and are responsible for its performance, upgrade and fixes	

We may use these records as a data controller also (e.g. to build a marketing profile for you) but when we display them to you we do so on behalf of your school organisation. We do not claim ownership over any of the data processed for you as a data processor but you grant us a licence to use that data in accordance with the User Terms and this policy.

5. What will Evaluate IT Ltd and EvaluateMySchool use your information for?

We use your information to:

- provide you with access to our services and to fulfil orders for the products or services you have requested;
- to manage and run integral product and technical support tools and to provide you with requested support;
- to invoice you;
- for our marketing functions including (unless you tell us otherwise) telling you about products and services we think may be relevant for you;
- for business intelligence – to better understand our members and their locations so that we can personalise content, use analytical tools, improve online navigation and for product and service improvement;
- to ensure the technical security and business continuity of our site;
- our legal rights and complying with our legal obligations.

We may also (directly or through third party providers) use your information to contact you about license renewals. Evaluate IT Ltd and EvaluateMySchool will advise you in good time, before your due license renewal date, of its expiry. If the service is not renewed within 30 days of the renewal date, it will automatically be cancelled and you will no longer have access to the service.

We may also monitor information and communications which may be recorded for purposes of quality assurance, training and fraud prevention.

6. Marketing and other contact

Evaluate IT Ltd and EvaluateMySchool has two key reasons for contacting you (we may contact you online, using live chat, by telephone, SMS or email, by post or social media as described in this policy):

1. To provide you with service messages. Examples of these messages may be requests to verify user credentials, to confirm your order, to inform you of license renewal options, to communicate security, product and policy updates, to assist you with technical support or in relation to any correspondence we receive from you, or any comment or complaint you make about our services.
2. We may need to contact you for marketing purposes. This may take the form of:
 - direct postal mailings where the mailing is in our legitimate interests of informing you about a product or service we think you will find useful and will help grow our business;
 - e-mail or SMS messages where this is legally permissible – for example where you are an existing user and our marketing is about similar products and services.
 - to invite you to participate in surveys or research – these may either be for our own legitimate business intelligence and marketing purposes or they may be needed for sectoral research for our online content (participation is always voluntary);
 - offering you free trials or demos of new products or services for our legitimate interests of informing you about a product or service we think you will find useful and growing our business;
 - advertising to you through online marketing messages and online ads on pages of our site that you visit. This is in our legitimate interests of ensuring you are aware of content or products that may improve your experience and grow our business. Where we use cookies for any online advertisements, we will always ask for your consent;
 - We do not track your online behaviour once you leave our site.
 - offering you an extension to your license covering additional modules or products offered by us as part of a wider related product suite. For example, all of our databases are securely interlinked so that your basic account profile is shared (first name, last name, email address and password) – this helps to ensure you can easily navigate around our entire suite of online content across our services.

You may opt out of receiving marketing by emailing us at support@evaluatemyschool.co.uk, or by clicking the link on any marketing emails we may send you.

We may use analytics and business intelligence tools for the legitimate business interests of supporting our marketing function. This means:

- We use third party analytics providers (like Google Analytics) to analyse your use of our Site and what products may be of interest to you.
- We may analyse what social media sites you engage with and how you interact with them as well as analysing the content of your social media professional profiles and when we are in a social media group together we may use the content of the group for the legitimate interests of our business intelligence and to understand our customers' needs.

7. Use of Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology. For further information, visit allaboutcookies.org.

How do we use cookies?

Evaluate IT Ltd and EvaluateMySchool uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in.
- Understanding how you use our website.

8. Will Evaluate IT share my personal information with anyone else?

It is possible that we could sell our business to a third party, or re-organise our business or become insolvent. In that scenario, our database of customers is one of the biggest parts of that business, so we would need to share it with the buyer and their advisers.

With our service providers

Occasionally Evaluate IT Ltd and EvaluateMySchool may use third parties to process your information on our behalf, for example to provide services such as email deployment or cloud storage services or analysis of the technical data we use. We need these providers to provide us with their services for our legitimate interests of operating our business and our site effectively. Please contact us for a list of these providers.

- Business intelligence analytics;
- Site usage analytics;
- Technical support;
- Survey providers;
- Cloud Infrastructure.

When we use the services of others it will be required in order to fulfil our obligations under our User Terms or it will be in the legitimate interests of growing our business and improving your use of our products and services.

With third party list providers

We may purchase information from third parties about you when we have confirmed that you have been told about this and we have undertaken appropriate due diligence on compliance. We will always process your data in compliance with data protection laws.

Will other end users be able to see my data?

Your account profile sets out the relevant permissions to access your data. Certain permitted administrators will be able (and must be able) to view certain information relating to your profile.

Permitted Users at your school can view certain information relating to your school's information in the 'My Organisations' section of the online site. This section includes a list of all the other Permitted Users at your school, including their first name, surname and email address. This allows Permitted Users to see which of their colleagues are also registered, in line with our General Terms and Conditions.

On occasion, or upon receiving a request, we will email the Lead User and/or the individual (or body) who authorised or organised membership on behalf of your school, to inform them that a new Permitted User has requested to be registered with us. This is intended to help ensure that people who register are eligible to use the service in line with your existing contract, and to establish if any further invoice needs to be raised as the number of users has exceeded the license agreement.

Disclosures required by law

We may also process your data where we have a legal duty to do so (this includes exchanging information with other companies and organisations for the purposes of fraud protection) or in connection with regulatory reporting, litigation or asserting or defending legal rights and interests.

9. Overseas Transfers of your data

Evaluate IT Ltd and EvaluateMySchool are all located within the UK and our internal servers are also located within the EEA.

The only occasions when we may transfer your personal data overseas are:

- Transfers that are required by law.

10. Offensive or inappropriate content on our Site

The User Terms shall govern the behaviour, standards and acceptable uses of our Sites. If a User posts or uploads content which is disruptive or may reasonably be deemed to be offensive, inappropriate or objectionable or otherwise in breach of our User Terms, we may remove such content and may deny you access to the Site temporarily or permanently as we see fit.

Where we reasonably believe that you are or may be in breach of any applicable laws, in respect of hate-speech for example we may disclose your personal information to relevant third parties, including to law enforcement agencies or your mobile phone operator or other internet communications provider and relevant third parties such as your school and other agencies about the content and your behaviour. We shall only do so in circumstances where such disclosure is permitted under applicable laws, including data protection law.

11. How long will Evaluate IT Ltd and EvaluateMySchool keep my information?

We will store the information linked to your account during the term for your subscription but we will keep this information under regular review to ensure we still need to use it.

We will disable your account if your account is terminated for any reason and keep your evaluations for 3 years, once this time period has expired, your data will be deleted in line with our data retention. To determine the appropriate period, we consider the amount of data, its nature and sensitivity, the potential for harm and whether we can achieve our purposes through other means as well as our applicable legal requirements. Details of our records retention policy is available upon request. We will regularly cleanse this data. We will also delete your data on your request though we may hold a list of the 'opt out' requests to administer your request.

12. How we protect your data

We have implemented reasonable and appropriate security measures to protect the data we hold about you on our cloud-based servers including HTTPS and the industry standard for encryption and SSL technology. We undertake periodic internal and external audits to maintain the standard.

Evaluate IT Ltd and EvaluateMySchool securely stores your data through DigitalOcean on a UK based cloud server behind a firewall.

We will keep your evaluations for 3 years. Once this time period has expired, we will delete your data. Passwords are stored through encryption. Files uploaded by you are sent encrypted via a security certificate, but are not stored encrypted.

Unfortunately, the transmission of information via the internet is not completely secure and we cannot guarantee that data breaches will never occur. Please keep your account details and your Device safe from unauthorised use or intervention at all times – and remember to log out or close down stale or inactive pages after use.

You should not allow others to access your account, for example by sharing your login details with a colleague.

No website can be completely secure; if you have any concerns that your account could have been compromised e.g. someone could have discovered your password, please get in touch straight away.

For security purposes only, in the future, we may require users to verify their credentials. We also reserve the right to contact your organisation in the event of any unusual or noteworthy login activity or patterns of usage. We won't use this information for unexpected reasons.

We also do not recommend that you put personal email addresses, URLs, phone numbers, full names or addresses, holiday / home absence information, credit-card details or other identifying or sensitive information in any online messaging function now or in future.

Evaluate IT Ltd and EvaluateMySchool websites may contain hyperlinks to websites owned and operated by third parties. These third-party websites will have their own privacy and security policies, and are also likely to use cookies, and we therefore urge you to review them. They will govern the use of personal information you submit when visiting these websites, which may also be collected by cookies. We do not accept any responsibility or liability for the privacy practices of such third-party websites and your use of such websites is at your own risk.

13. Your rights

You have a number of rights in relation to the information that we hold about you as a data controller which are summarised below. You can exercise your rights by contacting us at support@evaluatemyschool.co.uk. You may also wish to contact your school for information they hold as a data controller:

- The right to be informed about our use of your data. This is met by this Policy.
- The right to access information we hold about you and to obtain information about how we process it (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it. Please note that we may ask you to specify what you wish to see in order to focus our search, and we may have to verify your identity/authority. We may charge you a small fee for this service.
- In some circumstances, the right to withdraw your consent to our processing of your information, which you can do at any time. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.
- In some circumstances, the right to receive certain information you have provided to us in an electronic format and/or request that we transmit it to a third party;
- The right to request that we rectify your information if it is inaccurate or incomplete though we may need to verify the accuracy of the new data you provide to us. At any time you can review, delete or change the information you submitted during registration by visiting the ‘Info’ section once logged in (accessed by clicking on your profile). You should update your information if it changes.

- In some circumstances, the right to request that we erase your information where there is no good reason for us continuing to process it. We may continue to retain your information if we are entitled or required to retain it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- The right to object to, and to request that we restrict, our processing of your information in some circumstances for example where we are relying on our legitimate interests or using it for direct marketing. Again, there may be situations where you object to, or ask us to restrict, our processing of your information but we are entitled to continue processing it and/or to refuse your request.
- Individuals have a right to complain to the UK Information Commissioner's Office by visiting www.ico.org.uk, or to the data protection regulator in the country where they live or work.

Last Revised 31/01/21