



Privacy Notice

We are committed to protecting the privacy of your personal data. We will respect any personal data you share with us and keep it safe. We aim to be clear when we collect your personal data and not do anything you wouldn't reasonably expect.

Please read this Privacy Notice carefully to understand our practices regarding your personal data and how we will collect, use and store your personal data. We may update this Privacy Notice from time to time so please check it regularly.

Who are we?

We are Dualism Training Ltd, a private limited company registered in England under Company Number 13222099, registered office at The Tannery, Kirkstall Road, Leeds, West Yorkshire, England, LS3 1HS ("Dualism Training", "we", "our" or "us").

The information in this Privacy Policy relates to personal information which is obtained by Dualism Training and for which Dualism Training Ltd is the Data Controller and/or the Data Processor under data protection legislation.

Use of your personal information

When you request information from Dualism Training or sign up to any of our services we obtain information about you.

The legal basis for collecting and processing data falls under the *Legitimate Interests*, heading of the GDPR. We may use your information to:

- operate the Dualism Training website
- Process orders that you have submitted
- Carry out our obligations arising from any contracts entered into by you and us
- Arrange for MHFA England to award First Aid certificates
- Send reminders about qualifications which are about to expire
- Receive first aid and other skills updates emails
- Receive important updates or news associated with your qualification
- Seek your views or comments on the services we provide
- Notify you of changes and/or additions to our services
- Deliver training and consultancy services
- Properly administer our website
- Grow our business

We will not sell or rent your information to third parties. We will not share your information with third parties for their marketing purposes.



We may pass your personal information to our third-party service providers, including contractors and designated agents, and other associated organisations for the purposes of completing tasks on our behalf (for example to issue first aid certificate). However, when we use third party service providers, we disclose only the personal information that is reasonably necessary to deliver the service.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a legal duty to disclose or share your personal data in order to comply with or enforce any legal obligation or rights or to enforce or apply our terms of use or to protect the rights, property or safety of our customers. However, we will aim to protect your privacy.

Dualism Training will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Dualism Training or the site; (b) protect and defend the rights or property of Dualism Training; and/or, (c) to protect the personal safety of users of Dualism Training, or the public.

What type of personal information is collected?

The data we may collect, store and use can include the following:

- Name and contact information. We may collect your first and last name, title, job title and company name, email address, phone number and other similar contact data.
- Payment information. We collect data necessary to process your payment if you purchase one of our services. Your card information is not held by us. We use Ticket Tailor and the third-party payment processor Stripe to securely process online card payments. We do not take payments over the phone.
- Any personal information which you choose to provide us with in correspondence with you. This may be through the enquiry or booking form on our website, text, social media messaging, social media posting or any other communication that you send us.
- Photographs, videography.
- We may collect online identifiers including cookies information (for more information please see the Use of Cookies section below), the internet browser and devices you are using and the pages you visited on our website and how long you visited us for. We use Google Analytics to collect this data.

You have choices about some of the personal information we collect. When you are asked to provide personal information, you may decline. Please note that if you choose not to provide personal information that is necessary to enable us to carry out your requests then we may not be able to fulfil that request. If this is the case we will notify you at the time.



How long we keep your personal data for

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including the purposes of satisfying any legal, accounting or reporting requirements.

When deciding what the correct time is to keep data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

Your rights in connection with personal information

By law you have the right to:

- Request access to your personal information.
- Request correction of the personal information we hold about you.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us to continue processing it.
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for process it.
- Request the transfer of your personal information to another party.

Use of cookies

The Dualism Training Website use “cookies” to help you personalise your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalise Dualism Training pages, or register with Dualism Training site or services, a cookie helps Dualism Training to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Dualism Training Website, the information you previously provided can be retrieved, so you can easily use the Dualism Training features that you customised.

Most browsers are set to automatically accept cookies by default, but you can change this setting. For instructions on how to find and accept/reject cookies for your browser, please read its help information.



Google Analytics

Our website uses Google Analytics to help analyse how users use the site. The tool uses “cookies,” which are text files placed on your computer, to collect standard Internet log information and visitor behaviour information in an anonymous form. The information generated by the cookie about your use of the website (including your IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity for Dualism Training.

We will never use the statistical analytics tool to track or to collect any Personally Identifiable Information of visitors to our site. Google will not associate your IP address with any other data held by Google. Neither we nor Google will link, or seek to link, an IP address with the identity of a computer user. We will not associate any data gathered from this site with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website.

For more information about Google Analytics, view their terms of service.

Other Services

We may use the following third-party service providers named below to process and store your data:

Ticket Tailor

Which we use to for our events to process and organise tickets. Their Privacy Policy is at: <https://www.tickettailor.com/privacy-policy/>

Stripe

Which we use for payments for tickets. Their Privacy Policy is at: <https://stripe.com/en-gb/privacy>

Twitter

<https://twitter.com/privacy>

Google

<https://www.google.com/privacy.html>

LinkedIn

https://www.linkedin.com/static?key=privacy_policy

Microsoft 365

<https://privacy.microsoft.com/en-gb/privacystatement>



Changes to this Privacy Notice

We may add to or change the terms of this Privacy Notice, without prior notice to you. If we change this Privacy Notice, we will post the new Privacy Notice on the Dualism Training website. It will be effective from the time of posting to the website and your use of the website will be in accordance with the then published Privacy Notice. **Last updated 5th May 2021.**