



GENERAL DATA PROTECTION REGULATIONS (GDPR)

Five things you need to know about GDPR

- **The new regulations include the biggest changes to UK privacy law in 20 years**
Thanks to technical advancement, the amount of personal data that is generated is rapidly increasing. Every time you shop online, use your favourite app, or “like” something on Facebook, you generate data; because of this, the law needs updating to protect people more effectively. As part of the GDPR, all companies must review how they manage personal data, from client email addresses to employee bank details and ensure they are GDPR ready by the 25th May 2018.
- **The new regulations will give you more control of your personal data**
GDPR is all about giving you more control on how your personal data is used. You will have greater visibility and control over the personal data organisations hold about you; whether it is something as simple as your name, or something as complex and sensitive as medical information. This means you can have greater confidence that information about you is accurate, up-to-date and suitably managed.
- **You can choose who contacts you and how**
You will probably already have noticed that recently, a lot of organisations are asking for your consent to contact you about offers, products or services they think you’ll find useful or interesting; this will be more frequent over the coming months. To comply with GDPR, these requests need to be clear and straightforward. You get to choose who contacts you and how; e.g. by email, social media, SMS, post or telephone.
- **You can change your mind at any time**
If you have given an organisation permission to contact you, it doesn’t mean that you cannot change your mind and remove permission in the future. Under the new rules, it should be easier to update your preferences on what you want to receive and how.
- **Your data will be better protected**
GDPR also aims to make sure that all organisations holding personal data can have the right processes in place to protect it. Organisations that put client data at risk will face hefty penalties.

An overview of how we collect and use your information

This is an overview of:

- The type of information we collect about you
- How we collect and use it
- Who we might share it with
- The steps we take to make sure it stays private and secure
- Your rights to access your own information

The information we collect

We collect information about you:

- Directly from your apprenticeship application
- From employers
- When we generate it ourselves

We will only collect your information in line with relevant regulations and law. You are responsible for making sure you provide us with accurate and current information.

How we will use your information

We will use it to:

- Provide services
- Improve services
- Fulfil legal obligations

We will only use your information where we permitted to by law; e.g. carrying out an agreement we have with you, fulfilling a legal obligation because we have a legitimate business interest or when you agree to it.

Who we can share your information with

We may share your information with:

- Applicants
- Parents/guardians
- Salon owners/managers
- Education, Skills Funding Agency (ESFA)
- Ofsted
- Relevant Philips Hair Academy staff
- City and Guilds awarding body
- BSKB (Maths and English assessment)
- Government auditors

How long we will keep your information

We will keep your information for as long as you have a relationship with us. After the relationship ends, we will keep it safely for legitimate purposes, such as government audits

Your rights

You have rights relating to your information:

- to have access to the information we hold about you
- to ask us to share it with another party
- to ask us to update any outdated, incorrect or incomplete details
- to object to or restrict processing of it
- to make a complaint

YOUR PERSONAL DATA IS IN SAFE HANDS

***We do:** use your personal data to help us provide a great customer service, which includes tailoring the information we share with you to help ensure that it's relevant, useful and timely*

***We do:** respect your privacy and work hard to ensure we meet strict regulatory requirements*

***We do not:** sell your personal data to third parties*

We will always go that extra mile to protect your personal data and as part of this, we regularly review our privacy notice so that you can see how we use your data and what your options are.

(Be aware that further changes relating to GDPR may be made in the future).