

1. Background

This privacy notice lets you know what happens to any personal data that you give to us, or any that we may collect from or about you. It applies to all services, and instances where we collect your personal data.

This privacy notice applies to personal information processed by or on behalf of SSG Services.

SSG Services privacy policy

Changes to this privacy notice

We may change this privacy notice from time to time by updating this page in order to reflect changes in the law and/or our privacy practices.

SSG Services our Data Protection Officer

We are SSG Services, Alexander Sports Centre, Sidney Road, Bedford, MK40 2BQ. We are a data controller of your personal data.

We have a dedicated data protection officer (“DPO”). You can contact the DPO via www.info@ssgservices.co.uk or by writing to the above address, marking it for the attention of the DPO.

2. What kinds of personal information about you do we process?

Personal information that we’ll process in connection with all of our services, if relevant, includes:

- **Personal and contact details**, such as title, full name, contact details and contact details history
- **Participant date of birth, gender and/or age**
- **Family members** (if relevant to a child requiring consent)
- **Records of your contact with us** such as via our bookings office, if you get in touch with us online using our online services or via our text messaging service.
- **Services** you or your child has accessed through us.
- **Marketing to you and analysing data**, including history of those communications, and information about products or services we think you may be interested in, and analysing data to help target offers to you that we think are of interest or relevance to you.
- **Telematics and driving information** about your vehicle (including assessing and
- **Information about your health or if you are a vulnerable customer**
- **Information about your employment status**, if relevant
- **Information about your property occupier status**, if relevant, such as whether you are a tenant, live with parents or are an owner occupier of the property where you live at the time of your application
- **Your residency and/or citizenship status**, if relevant, such as your nationality, your length of residency in the UK and/or whether you have the permanent right to reside in UK
- **Your marital status, family, lifestyle or social circumstances**, if relevant to the service (for example, the number of dependents you have or if you are a widow or widower)

3. What is the source of your personal information?

We'll collect personal information from the following general sources:

- From you directly
- Information generated about you when you use our products and services
- From a referral partner or other intermediary (for example, Job Centre Plus) who we work with to provide training services.
- We buy or rent information about you or customers generally from third parties including demographic information, marketing lists, publicly available information and other information to help improve our products and services or our business

4. What do we use your personal data for?

We use your personal data, including any of the personal data listed in section 1 above, for the following purposes:

- Assessing an application for a service, including considering whether or not to enroll you or your child on to provision with SSG.
- Managing the service you have with us
- Managing any aspect of the service
- To improve the operation of our business and that of our business partners
- To follow guidance and best practice under the change to rules of governmental and regulatory bodies
- For management and auditing of our business operations including accounting
- To monitor and to keep records of our communications with you and our staff (see below)
- For market research and analysis and developing statistics
- For direct marketing communications and related profiling to help us to offer you relevant products and service. We'll send marketing to you by SMS, email, phone, post, social media and digital channels (for example, using Facebook Custom Audiences and Google Custom Match). Offers may relate to any of our products and services.
- To develop new products and services and to review and improve current products and services
- To comply with legal and regulatory obligations, requirements and guidance

5. What are the legal grounds for our processing of your personal information (including when we share it with others)?

We rely on the following legal bases to use your personal data:

1. **Where it is needed to provide you with our products or services**, such as:
 - a) Assessing an application for a service/course you wish to engage in with us
 - b) Managing services you access via us.
 - c) Updating your records, to contact you about your account and doing this for recovering debt (where appropriate)
 - d) Sharing your personal information with our funding partners to access government funding to enroll on to a course (where relevant)
 - e) All stages and activities relevant to managing the service including enquiry, application, administration and management of accounts

2. Where **it is in our legitimate interests to do so**, such as:
 - a) Managing services relating to that, updating your records, tracing your whereabouts to contact you about your account and doing this for recovering debt (where appropriate)
 - b) To perform and/or test the performance of, our products, services and internal processes
 - c) To follow guidance and recommended best practice of government and regulatory bodies
 - d) For management and audit of our business operations including accounting
 - e) To carry out monitoring and to keep records of our communications with you and our staff (see below)
 - f) To administer our good governance requirements, such as internal reporting and compliance obligations or administration required for AGM processes
 - g) For market research and analysis and developing statistics
 - h) For direct marketing communications and related profiling to help us to offer you relevant services, including deciding whether or not to offer you certain products and service. We will send marketing to you by SMS, email, phone, post and social media and digital channels (for example, using Facebook Custom Audiences and Google Custom Match
 - i) Where we need to share your personal information with people or organisations in order to run our business or comply with any legal and/or regulatory obligations
3. To comply with our **legal obligations**
4. With your **consent or explicit consent**:
 - a) For some direct marketing communications
 - b) For some of our processing of special categories of personal data such as about your health, if you are a vulnerable customer or some criminal records information
5. For a **public interest**, such as:
 - a) Processing of your special categories of personal data such as about your health, criminal records information (including alleged offences), or if you are a vulnerable customer

6. When do we share your personal information with other organisations?

We may share information with the following third parties for the purposes listed above:

- Business partners (for example prime funding partners and governmental departments where courses are directly funded by such organisations on your behalf), account beneficiaries, or others who are a part of providing your products and services or operating our business
- Governmental and regulatory bodies such as HMRC, the Financial Conduct Authority, the Prudential Regulation Authority, the Ombudsman, the Information Commissioner’s Office and under the Financial Services Compensation Scheme
- Other organisations and businesses who provide services to us such as debt recovery agencies, back up and server hosting providers, IT software and maintenance providers, document storage providers and suppliers of other back office functions

7. How and when can you withdraw your consent?

Where we’re relying upon your consent to process personal data, you can withdraw this at any time by contacting us using the details below.

8. Is your personal information transferred outside the UK or the EEA?

We're based in the UK and your information is not transferred outside of the UK.

11. What should you do if your personal information changes?

You should tell us so that we can update our records using the details in the Contact Us section of our website. We'll then update your records if we can.

12. Do you have to provide your personal information to us?

We're unable to provide you with our products or services if you do not provide certain information to us. In cases where providing some personal information is optional, we'll make this clear.

13. Do we do any monitoring involving processing of your personal information?

In this section monitoring means any: listening to, recording of, viewing of, intercepting of, or taking and keeping records (as the case may be) of calls, email, text messages, social media messages, in person (face to face) meetings and other communications.

We may monitor where permitted by law and we'll do this where the law requires it, or to comply with regulatory rules, to prevent or detect crime, in the interests of protecting the security of our communications systems and procedures and for quality control and staff training purposes. This information may be shared for the purposes described above.

14. For how long is your personal information retained by us?

Unless we explain otherwise to you, we'll hold your personal information based on the following criteria:

- For as long as we have reasonable business needs, such as managing our relationship with you and managing our operations
- For as long as we provide services to you and then for as long as someone could bring a claim against us; and/or
- Retention periods in line with legal and regulatory requirements or guidance.

16. What are your rights under data protection laws?

Here is a list of the rights that all individuals have under data protection laws. They don't apply in all circumstances. If you wish to use any of them, we'll explain at that time if they are engaged or not. The right of data portability is only relevant from May 2018.

- The right **to be informed** about the processing of your personal information
- The right to have your personal information **corrected if it is inaccurate** and to have **incomplete personal information completed**
- The right **to object** to processing of your personal information
- The right **to restrict processing** of your personal information
- The right **to have your personal information erased** (the "right to be forgotten")

- The right to **request access** to your personal information and to obtain information about how we process it
- The right to **move, copy or transfer your personal information** (“data portability”)
- Rights in relation to **automated decision making which has a legal effect or otherwise significantly affects you**

You have the right to complain to the Information Commissioner’s Office which enforces data protection laws: <https://ico.org.uk/>. You can contact us using the details below.

17. Your right to object

You have the right to object to certain purposes for processing, in particular to data processed for direct marketing purposes and to data processed for certain reasons based on our legitimate interests. You can contact us by going to the [Contact Us](#) section of our website to exercise these rights or email us at info@ssgservices.co.uk

18. What are your marketing preferences and what do they mean?

We may use your home address, phone numbers, email address and social media or digital channels (for example, Facebook, Google and message facilities in other platforms) to contact you according to your marketing preferences.

You can **opt out** of any email or text marketing by following the unsubscribe links. If you receive a marketing call from us, you can ask the person who called you to opt you out. You can also write to us at SSG Services, Alexander Sports Centre, Sidney Road, Bedford, MK40 2BQ, attention of the DPO. Or [send us an email](#) on our Contact Us page.

Contact Us

If you have any questions about this privacy notice, or if you wish to exercise your rights or contact the DPO, you can contact us by going to the [Contact Us](#) section of our website. Alternatively, you can write to at SSG Services, Alexander Sports Centre, Sidney Road, Bedford, MK40 2BQ, marking it for the attention of the DPO.