



PLEASE READ THIS DOCUMENT CAREFULLY. IT CONTAINS IMPORTANT INFORMATION ABOUT YOUR RIGHTS AND OBLIGATIONS.

1. INTRODUCTION

- 1.1 We are BLOSSOM EDUCATIONAL LTD (referred to as "we", "us", "Blossom Educational" and "Blossom") and we are committed to protecting and respecting your privacy when you are visiting any website maintained by us including without limitation the website domain www.blossomeducational.com and using our services and our application for tablet devices (together the "**Application**") or communicating electronically with us. For the purposes of this privacy policy, references to "you", "your" and "Early Years Setting" are to all members of any Early Years Setting using the Application including without limitation, any shareholder, director, officer, partner, employee, agent, Early Years manager and Early Years practitioner.
- 1.2 This policy, together with the Terms of Service (which can be found at the bottom of the website at www.blossomeducational.com) explains what types of personal and non-personal information we collect when you use the Application and the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By disclosing your personal information to us, or that of any child, or any child's parent by using the Application or speaking to us over the telephone you consent on your own behalf and on behalf of any child or child's parent (as applicable) whose personal information you disclose to the collection, storage and processing of your personal information as stated in this policy.
- 1.3 Blossom Educational uses the personal information we collect from you to provide our service to you. We will not rent, sell or share your personal information with any other company for its own marketing purposes without your consent except where mentioned in this policy.
- 1.4 For the purpose of the Data Protection Act 1998 (the **Act**), the data controller is BLOSSOM EDUCATIONAL LTD of Argyle House, Joel Street, Northwood Hills, HA6 which is registered with the ICO with registered number ZA196856.

2. WHAT PERSONAL INFORMATION DO WE COLLECT?

- 2.1 We may collect, store and use the following kinds of personal information:
- (a) if you register as a user of the Application, you will be required to register as a Early Years Setting and will be asked to complete a form which will require you to provide some or all of your name, email address and telephone number as well as information about the Early Years Setting and its employees, including managers, practitioners and owners;

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- (b) if you enter a child's information on the Application, you may be asked for such child's date of birth, name, address, ethnicity, sex and any other relevant information such as medications, allergies etc. You may also provide certain information about a child's parent or guardian including such parent guardian's name, address, contact number(s), email address and any other relevant information;
 - (c) when you enter content onto the Application in respect of a child you may provide us with personal information about the child (including in relation to his/her performance, achievements, behaviour, and any factors relevant to the above (including health information)). You may also provide information in the form of video, image and audio content;
 - (d) when you contact us by email or telephone or through any contact form provided on the Application, we may ask you to provide some or all of the information set out in paragraphs (a) and (b) above; and
 - (e) we may collect, store and use information about your visits to and use of the Application (including without limitation your IP address, geographical location, browser/platform type and version, Internet Service Provider, operating system, referral source/exit pages, length of visit, page views, website navigation and search terms that you use).
- 2.2 We may also ask you to complete surveys and give feedback that we use for research purposes, although you do not have to respond to them.

3. HOW DO WE USE PERSONAL INFORMATION?

- 3.1 We may use your personal information and the personal information of any child provided by you for the following purposes:
- (a) to manage and administer the Application;
 - (b) to improve your browsing experience by personalising the Application;
 - (c) to enable you to use the Application;
 - (d) to send you newsletters and other relevant and targeted promotional communications;
 - (e) to deal with enquiries, complaints and feedback from you and our service providers;
 - (f) to provide third parties with statistical anonymised information about our users;
 - (g) to provide third parties with statistical anonymised information about children whose data is uploaded to the Application;
 - (h) to send you emails offering you to take part in a survey and/or give feedback; and
 - (i) to analyse and improve the services offered on the Application.

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4. WHEN MIGHT WE DISCLOSE PERSONAL INFORMATION?

- 4.1 Except to the extent required by any applicable law or governmental or judicial body, we will not disclose your personal information to any third party other than to any service provider to whom we are required to disclose personal information in order for them to provide their services to us. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.
- 4.2 We may disclose anonymised statistical data about your usage of the Application and relating to children whose data is uploaded to the Application to third parties from time to time. This data will not allow any recipient to identify any Early Years practitioner, user or child and any disclosure will occur in full compliance with any applicable OFSTED and ICO standards as in force from time to time.
- 4.3 In accordance with Blossom Educational’s Terms of Service, Blossom Educational shall bear no responsibility and have no liability for any personal information uploaded by any user including without limitation if it is disclosed by you or any other third party. Any personal information uploaded by you to the Application is done so at your own risk.

5. NEWSLETTERS AND OTHER PROMOTIONAL COMMUNICATIONS

If you wish to subscribe to any newsletter published by us or wish to receive other targeted and relevant promotional communications from us or other carefully chosen affiliates, we offer you the option to “opt-in” to this service. If you change your mind and wish to stop receiving any such communications, please either email us at support@blossomeducational.com or click the “unsubscribe” link in any email from us.

6. OUR USE OF COOKIES AND WEB BEACONS

- 6.1 Cookies are text files stored, either on a temporary or persistent basis on the hard drive of your computer. Cookies are used for authenticating, session tracking and maintaining specific information about the use and users of the Application.
- 6.2 The data collected by cookies is anonymous. You can delete all cookies that are already on your computer's hard drive by searching for files with "cookie" in it and deleting them. In addition, if you want to stop cookies from being stored on your computer, you can edit your browser settings so that cookies are blocked. Unfortunately, if you block cookies you may not be able to use the full functionality of the Application. For more information about cookies, please visit: www.allaboutcookies.org
- 6.3 Web beacons consist of a small string of software code that represents a graphic image request on a page or email. There may or may not be a visible graphic image associated with the web beacon and often the image is designed to blend into the background of a page or email. Web beacons can be used for many purposes - including site traffic reporting, unique

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visitor counts, advertising auditing and reporting, and personalization. Web beacons used by Blossom Educational collect only anonymous data.

- 6.4 In order to improve the Application and the services we offer you, we may use (temporary and persistent) cookies, authorized third parties cookies, web beacons and/or other technologies to collect non-personally identifiable data. This non-personally identifiable data helps us to track browsing behavior, to create specific or tailor-made offers or advertisements, and to monitor and record the visits and use of the Application.
- 6.5 In order to understand how people use the Application and for marketing analysis and quality improvement purposes, we (and/or third party service providers) may collect, record, process and use on an anonymous basis certain information (including the total number of transactions, viewed pages, referring/exit pages, platform type, date/time stamp information and details like the number and location of mouse clicks on a given page, mouse movements, scrolling activity and the search words you use while being on and using the Application.
- 6.6 If you register with us or if you continue to use the Application, you agree to our use of cookies.

7. WHERE WE STORE YOUR PERSONAL DATA

- 7.1 The data that we collect from you will be stored within the European Economic Area (“**EEA**”). However, the data may be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this storing and processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.
- 7.2 All information you provide to us is stored on secure servers provided by a third party server provider.
- 7.3 We take the security of your personal data very seriously. In particular we use all reasonable endeavours to ensure that appropriate security measures are in place to protect personal data. Unfortunately, the transmission of information via the internet is not completely secure and so we cannot guarantee the security of your data transmitted through the Application; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.
- 7.4 We transmit personal information using Secure Sockets Layer (SSL) software which encrypts information you input. Further, to the extent that we collect any credit card or bank account information from you, we will only reveal the last four digits of your credit card number when confirming an order. We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of personally identifiable customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.

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8. LINKS TO THIRD PARTY WEBSITES

The Application may include links to third party websites. We are not responsible for the content of third party websites. Please ensure that prior to using any such website, you have read and understood its privacy policy and terms of service. These documents will govern your rights and obligations when using the relevant third party website.

9. YOUR RIGHTS

The Act gives you the right to ask us not to process your personal data for marketing purposes. We will inform you if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing at any time by contacting us at support@blossomeducational.com.

10. ACCESS TO INFORMATION

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

11. CHANGES TO OUR PRIVACY POLICY

We reserve the right to amend this privacy policy. Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

12. CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to support@blossomeducational.com.