

Website privacy policy

We take the privacy of our website users very seriously. We ask that you read this privacy policy (Policy) carefully as it contains important information about how we will use your personal data.

For the purposes of the Data Protection Act 1998, Ruth Miskin Literacy Limited ('we' or 'us') is the 'data controller' (ie the company who is responsible for, and controls the processing of, your personal data).

Please read this Privacy Policy carefully. If you use our Site, you will be regarded as having read and accepted this Privacy Policy. If you don't wish to be bound by what you read below, you shouldn't use our Site.

Personal data we may collect about you when booking in school or regional training

We will obtain personal data about you (such as your name, address, email address, telephone number, role, dietary information) when you sign up to use our services. When you sign up for our newsletter, we will obtain your name and email address.

We may also obtain sensitive personal data about you if you volunteer it during the completion of an online form. If you volunteer such information, you will be consenting to our processing it for the purpose of providing our training.

We may monitor your use of this website through the use of cookies and similar tracking devices. For example, we may monitor how many times you visit, which pages you go to, traffic data, location data and the originating domain name of a user's internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually. For further information on our use of cookies, please see our cookie policy.

Personal data we may collect about you when you are logging in to MyBookBlog or the School Portal as a teacher

Notes to parents and teachers of pupils who use the MyBookBlog website

When accessing MyBookBlog, we may collect two types of information: (1) personally identifiable information: and (2) information this is not personally identifiable. Personally identifiable information includes information that identifies you personally, alone or in combination with other information available to us. E.g. names, school, date of birth... As part of the standard operation of MyBookBlog you will need to submit personally identifiable information when creating a user account

We will also collect non-personal information from you, including browser type, operating system, IP address from where you access the site. As well as written information stored as part of the use of the services e.g. blogs, reviews and polls. We may also collect information about your browsing behaviour for example when you log in and how often and which pages you might visit whilst browsing this is to inform us on development tasks.

Why we ask for personal data of school staff

We will use your personal data for a number of purposes. These purposes include:

- to help us identify you and any accounts you hold with us;
- administration;
- research, statistical analysis and behavioural analysis;
- customer profiling and analysing your purchasing preferences;
- marketing—see 'Marketing and opting out', below;
- fraud prevention and detection;
- billing and order fulfilment;
- customising this website and its content to your particular preferences;
- to notify you of any changes to this website or to our services that may affect you;
- security vetting;
- improving our services.

Why we ask for personal data of MyBookBlog users

- Communicate with you regarding MyBookBlog
- Provide you with customised content
- Administer the Website, monitor it's uses and diagnose problems.
- Remember you when you return to the website, so that you don't have to resubmit details and preferences.
- Conduct research to improve our Website and services.
- To protect the security and integrity of our services.

Links

Some of our site contains links to third party websites that are not subject to this Privacy Policy. We recommend you read the privacy policy of any websites you visit.

Marketing and opting out

If you have given permission, we may contact you by email, phone or mail about products, training, special offers, promotions that may be of interest to you. If you prefer not to receive any direct marketing communications from us, you can opt out at any time. See 'Your rights', below for further information.

Disclosure of your personal data

We may disclose your personal data to:

- other companies within our group;
- Oxford University Press, our publishers and distributors;
- our agents and service providers, including our 3rd party invoicing company;
- law enforcement agencies in connection with any investigation to help prevent unlawful activity;
- our business partners in accordance with the 'Marketing and opting out' section above; and

Keeping your data secure

We will use technical and organisational measures to safeguard your personal data, for example:

- access to your account is controlled by a password and user name that are unique to you;
- we store your personal data on secure servers; and
- all data is encrypted using SSL technology (typically you will see a lock icon or green address bar (or both) in your browser when we use this technology).

While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet.

Information about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can:

- give consent on his/her behalf to the processing of his/her personal data;
- receive on his/her behalf any data protection notices;
- give consent to the transfer of his/her personal data abroad; and
- give consent to the processing of his/her dietary requirements.

Your rights

You have the right, subject to the payment of a small fee (currently £10), to request access to personal data that we may process about you. If you wish to exercise this right, you should:

- put your request in writing;
- include proof of your identity and address (eg a copy of your driving licence or passport, and a recent utility or credit card bill);

- attach a cheque in the amount of £10 made payable to Ruth Miskin Literacy Limited; and
- specify the personal data you want access to, including any account or reference numbers where applicable.

You have the right to require us to correct any inaccuracies in your data free of charge. If you wish to exercise this right, you should:

- put your request in writing;
- provide us with enough information to identify you; and
- specify the information that is incorrect and what it should be replaced with.

You also have the right to ask us to stop processing your personal data for direct marketing purposes. If you wish to exercise this right, you should:

- put your request in writing (an email sent to admin@ruthmiskin.com with a header that says 'Unsubscribe' is acceptable);
- provide us with enough information to identify you; and
- if your objection is not to direct marketing in general, but to direct marketing by a particular channel (eg email or telephone), specify the channel you are objecting to.

Our contact details

We welcome your feedback and questions. If you wish to contact us, please send an email to admin@ruthmiskin.com or you can write to us at 7 Sandys Row, London, E1 7HW or call us on 01275 331230. Our registered office is 7 Sandys Row, London, E1 7HW.

We may change this privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version that will apply each time you access this website.