



Alpaca Elearning

Privacy Policy and Notice

Who we are

ALPACA E-LEARNING Ltd., is a limited company registered in England under company number 12729061 whose registered office is 48 Waterman Way, E1W 2QW. The site and our E-Learning content are owned and operated by Alpaca E-Learning and understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, www.alpacalearning.co.uk (“Our Site”) and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our Site.

Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

“personal data” means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”).

“We/Us/Our” means ALPACA E-Learning Limited (refer to the clause above on company details).

What does this policy cover?

This Policy applies to your use of our site and our E-Learning content.

Your rights

As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:

- a. The right to be informed about our collection and use of personal data
- b. The right of access to the personal data we hold about you

- c. The right to rectification if any personal data we hold about you is inaccurate or incomplete
- d. The right to be forgotten – i.e. the right to ask us to delete any personal data We hold about you. We only hold your personal data for a limited time
- e. The right to restrict (i.e. prevent) the processing of your personal data
- f. The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation)
- g. The right to object to us using your personal data for particular purposes

If you have any cause for complaint about our use of your personal data, please contact us and we will do our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the Information Commissioner's Office.

For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

What Data Do We Collect?

Depending upon your use of our Services, we may collect some or all of the following personal data:

- Name
- business/company name
- job title
- contact information such as email addresses and telephone numbers
- IP address
- specific information you provide through a form

How Do We Use Your Data?

- a. All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under the GDPR at all times.
- b. Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (e.g. by subscribing to emails), or because it is in your or our legitimate interests. Specifically, we may use your data for the following purposes:
 - Supplying our products and services to you (please note that We require your personal data in order to enter into a contract with you)
 - Personalising and tailoring our products
 - Replying to emails from you

- Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time)
- Supplying you with information that may be important to you such as notification of a change to a product you are using or for best practices or legislation
- c. With your permission and/or where permitted by law, we may also use your data for marketing purposes which may include contacting you by email or telephone with information, news, and offers. We will take all reasonable steps to ensure that we fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- d. You have the right to withdraw your consent to us using your personal data at any time, and to request that We delete it.
- e. We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):
 - For the length of any contract which we enter into with you
 - Until you unsubscribe or ask us to erase it

How and Where Do We Store Your Data?

- a. We only keep your personal data for as long as we need to in order to use it as described above, and/or for as long as We have your permission to keep it.
- b. Your data could be stored in a different territory than the ones of the original party. However, we are governed by the EU General Data Protection Regulation and the British equivalent.
- c. Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through our Site.

How Can You Access Your Data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable and we will provide any and all information in response to your request free of charge. Please contact Us for more details.

Contacting Us

If you have any questions about our Site or this Privacy Policy, please contact us by email at contact@alpacalearning.co.uk or by telephone on 07455501252. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you.

