

Education Advisers Ltd and its websites respect your privacy and are committed to protecting it. Education Advisers Ltd provides this Privacy Statement to inform you of our Privacy Policy and practices and of the choices you can make about the way your information is collected online and how that information is used. We have structured our websites so that, in general, you can visit us on the Web without identifying yourself or revealing any personal information. We make this notice readily available on our home page and at the bottom of every Education Advisers Web page.

Types of information we collect

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

Personal information is information that is associated with your name or personal identity. Education Advisers uses personal information to understand better your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with Education Advisers Ltd. We take seriously the trust you place in us. We do not sell your information to others. We do sometimes share your information with affiliated companies (e.g personal tutors, guardianship companies) which can provide you with other services regarding a school placement enquiry you may make to us.

On some of our websites, you can give details in order to receive advice or request information about schools or their courses, subscribe to marketing or support materials or register yourself. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address, user IDs and passwords, contact preferences, educational and educational background data.

To personalise our websites, services or communications and improve our services, we may also ask you to provide us with information regarding your personal or professional interests, demographics, and experiences with our products or services. Providing this additional information is optional.

Non-personal information is data about usage and service operation that is not associated with a specific personal identity. Education Advisers Ltd collects and analyses non-personal information to evaluate how visitors use our websites.

How we use your information

Educational Advisers Ltd uses your personal information to provide you with services and to help us better understand your needs and interests in order to fulfill

our services to you. Occasionally we may also use your information to contact you for market research regarding our services.

Personal data collected online may also be combined with information you provide us through other websites.

Personal data given to Education Advisers Ltd may be transferred across country borders for the purposes of data consolidation, storage and simplified customer information management.

Non-personal data is aggregated for reporting about our website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

Who we share your information with

Education Advisers Ltd will not share your personal information with third parties except in responding to your requests for services. Your permission will be requested when you submit your information. Education Advisers Ltd shares customer information across Education Advisers Ltd - owned business entities and affiliated companies working on our behalf, but only as described above in "How we use your information."

Education Advisers Ltd contracts with third-party service providers and suppliers to deliver complete products, services and customer solutions described in "How we use your information." Service providers are required to keep confidential the information received on behalf of Education Advisers Ltd and may not use it for any purpose other than to carry out the services they are performing for Education Advisers Ltd. These service providers may change or we may contract with additional service providers to better accommodate our customers. We will not share personal information with any other third parties without your permission, unless required by law.

Education Advisers Ltd or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, we will make every reasonable effort to notify you in the event we share with the merging or acquiring entity some or all of your personal information to continue serving you.

Your choices

Education Advisers Ltd gives you the choice of receiving a variety of information that complements our products and services. You can subscribe to receive certain product- and service-specific information and Education Advisers -wide marketing communications. Education Advisers -wide communications may include new

product information, special offers, or an invitation to participate in market research.

Your privacy preferences and opting out

Non-subscription services

Education Advisers will not use your personal information for a different purpose than the one stated when you provided your data, which is about school, college or university choices..

Your information and third-party companies

Education Advisers strives to keep your personal information accurate. We have implemented technology, management processes and policies to maintain customer data accuracy. We will provide you with access to your information, including making reasonable effort to provide you with online access and the opportunity to change your information.

The most effective way to view and change your personal information is to return to the Web page where you originally submitted your data and follow the instructions on that Web page.

Keeping your information secure

Education Advisers Ltd is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, we have in place appropriate physical and managerial procedures to safeguard the information we collect.

Changes to this Statement

If there are updates to the terms of Education Advisers's Online Privacy Statement, we will post those changes and update the revision date in this document, so you will always know what information we collect online, how we use it, and what choices you have. For material changes to this Statement, we will provide notification to affected customers.

Contacting us

We value your opinions. If you have comments or questions about our privacy policy, please send them to info@educationadvisers.co.uk

Les Webb
Managing Director
Education Advisers Ltd

The Old Stables
Home Farm,
Wateringbury

Kent ME18 5NN
Tel: 01622 813870