



**City &
Guilds**

PRIVACY POLICY



Dentrain Professionals Ltd

info@dentrain.net



INTRODUCTION



Dentrain Professionals Ltd is committed to protecting your personal data. This policy explains how and why we use your personal data to make sure you remain informed and in control of your information.

Dentrain Professionals Ltd will ask its learners or potential learners and employers to “opt-in” to receive information about our products and courses. This means you’ll have the choice as to whether you want to receive these messages.

You can choose not to receive information or to change how we contact you at any time. If you would like to, please let us know by:

Email: info@dentrain.net

Writing to us at our company address:

Dentrain Professionals Ltd
Bridge Place
Rear or Bridge Street
Bolton
BL1 2EA

Telephone: 01204 528 652 (Mon to Thurs: 9am-5pm, Fri: 9am – 4.30pm, Sat and Sun: Closed)

We will never sell your personal data. However, we may share your data with specific organisations who work with us, in order to provide the service required to you. Please see the “Disclosing and sharing data” section for further information on this.

Questions

Any questions you have about this policy or how we use your personal data should be sent to: Zoe Gee by emailing Zoe@dentrain.net

POLICY



What information do we collect?

Personal data you give to us

We collect data you give to us. For example:

- Personal details (name, date of birth, email, address, telephone, education details etc.) when you sign up to an apprenticeship agreement.
- Data known as sensitive personal data (ethnicity, additional learning needs)
- Information created by your involvement with Dentrain Professionals Ltd

Your activities and involvement with Dentrain Professionals Ltd create additional personal data, for example, information about your education progress and qualifications.

We may analyse your personal data to build a profile which helps us decide which of our communications you might be interested in.

Information from other organisations

We sometimes receive personal data from other organisations, for example, where they have passed us information about people who are interested in our apprenticeships and training courses.

Sensitive personal data

We may collect or store data known as sensitive personal data (such as information relating to additional learning needs or ethnicity). We will do this where we have been asked to do so by official government agencies or where the information is needed for the assessment of additional educational support needs.

If we do this, we'll take extra care to ensure your personal data is protected.

Accidents or incidents

If an accident or incident occurs in our training centre or involving one of our employees, then we'll keep a record of this (which may include personal data and sensitive personal data).



How do we use personal information?

We only ever use your personal data with your consent, or where it is necessary:

- To enter into, or perform, a contract with you.
- To comply with a legal duty
- To protect your vital interests; this means, for example, keeping you safe from harm
- For our own (or a third party's) lawful interests, provided your rights are not affected

We will only use your information for the purpose or purposes it was collected for.

Administration

We use personal data for administrative purposes. This includes:

- Maintaining databases of our learners and their educational progress
- Performing our obligations under apprenticeship or training contracts
- Helping us respect your choices and preferences (e.g., if you ask not to receive marketing material, we'll keep a record of this).

Research and Analysis

We may carry out research and analysis on the data we hold to understand behaviour and responses and identify patterns and trends.

We evaluate, categorise and profile personal data to tailor services and communications we send out (including targeted advertising) and to prevent unwanted material from being sent to you.

Anonymised data

We may combine sets of personal data and change the personal data so that it can no longer be linked to any particular person. This information may then be used to monitor Dentrain Professionals Ltd business performance or to identify trends or patterns within our existing learner database



Disclosing and sharing data

We will never sell your personal data. If you have opted-in to marketing, we may contact you with information about further opportunities in education.

We may share personal data with other organisations who provide us with services. For example, we may use an IT supplier to process personal data. However, these activities will be carried out under contracts which have strict requirements to keep your information confidential and secure.

We share personal data with the following organisations who provide services to us:

Data Processor	Purpose of Processing	Location of Data
Century	Learning platform for Functional Skills	Hosted in London
Onefile	Online learning Portfolio	Hosted in the UK
Pebblepad	Online learning Portfolio	Hosted in the UK
PicsWeb	Data gathering and storage platform to submit to government funding body Education & Skills Funding Agency)	Hosted in the UK
CognAssist	Online neurodiversity assessment tool and learning platform	Hosted in the UK



Dentrain Professionals Ltd works closely with assessment organisations who will receive personal data as part of the assessment process.

These organisations are:

- City & Guilds
- National Examining Board for Dental Nurses (NEBDN)
- CognAssist
- Century

These awarding body organisations City & Guilds and NEBDN will use assessment invigilators within remote invigilation organisations which are based in the UK.

The following information will be processed as part of the remote invigilation:

- Picture, first and last name, institution or organisation, exam information, time of exam, picture of ID (which may include driver's licence number, address, etc. or passport which would include passport number and country of citizenship, email address, telephone number, google map coordinates of IP address.

Marketing

Dentrain Professionals Ltd will ask its learners and contacts to “opt-in” for marketing communications. This means you'll have the choice as to whether you want to receive these messages.

We use personal data to communicate with people and to promote Dentrain Professionals Ltd. This includes keeping you up to date with our news and offerings.

Social Media

We have social media presence and where learners have given appropriate consent information such as name, photos and achievements will be published.

Google:

Within Google, we use 'Google Analytics', 'Google Signals', 'Remarketing' and 'Customer Match'.



Remarketing

Remarketing is a feature that lets us customise our advertising for users who have previously visited our site. Cookies enable us to serve ads based on your previous usage of the Dentrain Professionals Ltd. The ads are served on Google as well as Google's network of partner sites. You can opt out of remarketing by turning off marketing cookies.

How do we protect personal data?

We use a variety of physical and technical methods to keep your data safe and to prevent unauthorised access or sharing of your personal information.

Electronic data and databases are stored in secure computer systems, and we control who has access to information using both physical and electronic means.

Our employees receive data protection training, and we have a set of detailed data protection procedures which personnel are required to follow when handling personal data.

CCTV

Our training centre has CCTV and you may be recorded if you visit. CCTV is there to help provide security and to protect both you and Dentrain Professionals Ltd. CCTV will only be viewed when necessary (e.g., to detect or prevent crime) and footage is only stored temporarily. Unless it is flagged for review CCTV will be recorded over.

Dentrain Professionals Ltd complies with the Information Commissioner's Office CCTV Code of Practice. We display notices to let you know when CCTV is in use.

Storage of personal data

Where Dentrain Professionals Ltd information is stored

Dentrain Professionals Ltd operations are based in the UK.



How long does Dentrain Professionals Ltd keep information for?

We will only use and store information for as long as it is needed for the purposes it was collected for. How long we keep information depends on the information and what it's used for. For example, if you ask us not to send you marketing emails, we will stop storing your emails for marketing purposes (though we'll keep a record of your preference not to be emailed).

We continually review what information we hold and delete what is no longer required.

How do we ensure that you remain in control of your data?

We want to ensure you remain in control of your personal data and that you understand your legal rights which include:

- The right to ask and be told whether or not we have your personal data and, if we do, to obtain a copy of the personal data we hold (this is known as a subject access request)
- The right to have your data deleted (though this will not apply where it is necessary for us to continue to use the data to administer your training course or apprenticeship)
- The right to have incorrect data amended
- The right to object to your data being used for marketing purposes or profiling

Please note that there are some exceptions to the rights above and, although we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights, please write to our Director Zoe Gee: zoe@dentrain.net

We can provide you with a subject access request template which includes guidance on how to make your request and will help us respond more quickly. Please contact us for a copy of this.



Complaints

You can complain to Dentrain Professionals Ltd directly by contacting our Complaints Officer Zoe Gee using the contact details set out above. If you would like to make a complaint which does not directly relate to your data protection and privacy rights, please see Dentrain Professionals Ltd complaints policy which is available on our website.

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk.

Website

Links to other websites

Our website contains hyperlinks to other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working by using the 'Contact us' link at the top of the web page).

If an external website requests personal information from you, the information you provide will not be covered by the Dentrain Professionals Ltd privacy policy. We suggest you read the privacy policy of any website before providing any personal information.

When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with Dentrain Professionals Ltd.

Changes to this privacy policy

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.