

NUDGE

EDUCATION

1) Who we are

Nudge Education Limited (“Nudge”, “we”, “us”, “our”) provides specialist education support to help young people re-engage with learning. We are the **data controller** for the processing described in this notice.

Company no. **10192753**. Registered office: **Sirius House, Amethyst Road, Newcastle upon Tyne, NE4 7YL**.

Data Protection Officer (independent): Data Protection People, The Tannery, 91 Kirkstall Road, Leeds LS3 1HS · 0113 869 1290 · dataprotectionpeople.com

Data Protection Lead (day-to-day contact): Brian Mair · privacy@nudgeeducation.co.uk
07958 440 937.

2) Who this notice is for

People who work for or with our **commissioning and partner organisations** (e.g., local authorities, schools/ trusts, education and youth services, NHS partners, and other stakeholders), including named contacts during bids, onboarding, delivery and review.

3) What personal data we collect

- **Business contact details:** name, role, organisation, work email, work phone, correspondence history.
- **Engagement & contract data:** proposals, statements of work, contracts, reports, meeting notes.
- **Financial/transaction data:** purchase orders, invoices, payments (limited personal data where identifiable).
- **{Preferences/marketing:** topics you’re interested in, event attendance, newsletter sign-ups.}

We collect **only what we need** for the purposes below (data minimisation).

4) Where we get your data

- **Directly from you** (emails, calls, meetings, forms, bid/contract processes).
- **Your organisation** (colleagues nominating you as the appropriate contact).
- **Public sources** (e.g., professional profiles, websites) to identify appropriate contacts.

5) Why we use your data & our lawful bases

We only use your data for **specified, explicit and legitimate purposes**.

Purpose	Examples	Lawful basis
Pre-contract engagement & bids	responding to enquiries, preparing proposals	Article 6(1)(f) Legitimate interests (running and developing our services)
Contracting & service delivery	onboarding, case reporting, safeguarding liaison, performance reviews	Article 6(1)(b) Contract (with your organisation) and 6(1)(f) Legitimate interests
Financial & legal compliance	invoicing, audit trail, tax records	Article 6(1)(c) Legal obligation
Relationship management & updates	service updates, surveys, case studies, events	Article 6(1)(f) Legitimate interests or consent where PECR requires; always with an opt-out

Note: Where student/family data are processed in a commissioned programme, that is covered by the **Students & Parents Privacy Notice** (not this notice). Core student processing relies on **legitimate interests** with appropriate Article 9/DPA Schedule 1 conditions; we do **not** rely on contract with students.

6) Who we share data with

- **Your organisation** and relevant stakeholders for contract delivery.
- **Our practitioners/contractors** engaged on the contract (only what they need; bound by confidentiality).
- **Service providers (processors)**: secure IT, case management, email/comms, hosting, analytics, finance and professional advisers. We use providers who meet

Article 28 standards and sign data processing agreements.

- **Authorities** or regulators where required by law (e.g., tax, audit) or to protect vital interests.

We **do not sell** personal data.

7) International transfers

Some suppliers (or their sub-processors) may process data **outside the UK**. Where this happens, we use lawful safeguards such as **UK adequacy regulations** and/or the **UK International Data Transfer Agreement (IDTA)** or **UK Addendum to the EU SCCs**, plus any additional measures needed. You can request a copy/summary of the safeguards for your data.

8) How long we keep your data

- **Contract and transaction records:** typically **7 years** from contract start or last transaction to meet audit/tax requirements.
- **General B2B correspondence/CRM:** up to **7 years** or until you ask us to remove you (unless we need to keep a minimal suppression record).

We securely delete or anonymise data when the retention period ends.

9) Your rights

You have rights to **access, rectification, erasure, restriction, objection** (including to direct marketing/legitimate interests), and **data portability** (where applicable). You can also **withdraw consent** at any time where we rely on consent.

To exercise your rights, contact our Data Protection Lead or DPO (Section 1). We aim to respond **within one month** (extendable by two months for complex requests).

You can also complain to the **Information Commissioner's Office (ICO)**: ico.org.uk · 0303 123 1113. We'd appreciate the chance to resolve concerns first.

10) Security

We apply **Article 32** technical and organisational measures proportionate to risk: role-based access, encryption in transit/at rest (where supported), device and identity management, secure configurations, supplier due diligence, staff training and incident

management. (See our Information Security/Appropriate Policy Documents for more detail.)

11) Marketing preferences

If you receive updates from us, you can **opt out at any time** using the link in the message or by contacting us. We respect PECR rules and your preference choices.

12) Changes to this notice

We'll update this notice when our processing changes or when law/guidance changes. We'll post the new version here and update the "Last updated" date; we may also notify key contacts by email where appropriate. Your current policy already commits to page/email updates.