

# NUDGE

## EDUCATION

**Privacy Policy: Parents and Students Last Updated: 6/12/2025**

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### **Who we are**

We're **Nudge Education Limited**. We help young people get back into learning. We are responsible for looking after your personal information (we are the "data controller"). Our address is **Sirius House, Amethyst Road, Newcastle upon Tyne, NE4 7YL**.

### **How to contact us about privacy**

- **Data Protection Lead (day-to-day help):** Brian Mair – [privacy@nudgeeducation.co.uk](mailto:privacy@nudgeeducation.co.uk) / **07958 440 937**.
- **Independent Data Protection Officer (DPO):** Data Protection People – **0113 869 1290**.

## **1) What information we collect**

We only ask for what we need to support the student well. This may include:

- **Names and contact details** for the student and parent/guardian.
- **Information about education and support** (referral details, plans, session notes, progress).
- **Health or other sensitive details** when needed to plan safe, appropriate support (for example, SEND or mental health).
- **Safeguarding information** if we are worried someone may be at risk.
- **Sometimes** information about criminal offences if strictly needed for safeguarding.

Where we get it: from **you**, and from **referrals** made by the local authority, school or other services (they share information with us so we can help).

## 2) Why we use your information

Our job is to **assess needs, plan the right support, deliver sessions, and keep people safe.**

In simple terms, the law lets us use information because:

- it's **in everyone's interests** for us and the commissioner (e.g., the local authority) to provide effective support;
- we may need to use **health/safeguarding information** to protect people and deliver appropriate help;
- in an **emergency**, we can share information to protect someone's life.

We don't rely on a contract with the student or parent for our core work.

**Photos/testimonials for publicity** are **optional**. We only use them with your **consent**. You can say no, or change your mind later.

## 3) Who we share information with

We share only what's necessary, with:

- the **commissioner/referrer** (e.g., local authority or school) to report progress;
- **Nudge practitioners** and any **specialist providers** involved in the plan;
- **authorities** (e.g., local authority, police, NHS) if we must by law or to keep someone safe;
- trusted **IT/service providers** who help us run secure systems (they must keep your data safe and act on our instructions).

We **never sell** your information.

## 4) How long we keep information

- If the student **starts a programme**: we usually keep the file for **6 years after the programme ends** (sometimes longer if needed for safeguarding or legal reasons).
- If a **referral doesn't go ahead**: we delete the information within **28 days**.

Then we delete it safely or anonymise it.

## 5) Your choices and rights

You (or your parent/guardian) can:

- **See** the information we hold about you.
- Ask us to **fix** anything that's wrong.
- Ask us to **delete** information (we'll do this when the law allows).
- Ask us to **limit** how we use it, or to **object** to some uses.
- **Withdraw consent** for things like publicity photos at any time.

We'll reply **within one month**. Email [privacy@nudgeeducation.co.uk](mailto:privacy@nudgeeducation.co.uk) or contact our DPO (see above).

If you're unhappy with how we handle information, you can also contact the **Information Commissioner's Office (ICO)**: [ico.org.uk](https://ico.org.uk) / 0303 123 1113.

## 6) How we keep information safe

We use strong security measures (for example: access controls, encryption where supported, staff training, and strict contracts with our suppliers). We also keep a special policy document for sensitive/safeguarding data.

## 7) Safeguarding

If we believe a child or adult is at **risk of significant harm**, we will share information with the right services to protect them. We will tell you when we do this unless it would increase the risk.

## 8) Changes to this guide

We update this guide if our services or the rules change, and we'll post the latest version on our website. Your current policy already promises to post updates and email where appropriate.