



Be Inspired Media & Education Ltd  
PRIVACY POLICY & GDPR

YOUR PRIVACY IS IMPORTANT TO US

We value your privacy and understand that working with schools and businesses requires trust and understanding of privacy policies and GDPR guidelines. We only store your data (name, email and school) for our own records and will use this only to contact with you with products and services that we feel may benefit you and your organisation. Information is only gathered via the enquiry form on this website, or via publicly available content (published generic business/school email addresses) and is not shared outside of our company.

We will never share your details with third parties outside of the interests and directors of Be Inspired Media & Education Ltd. We will only ever use your email address and contact details to deliver your requested quote or any similar information that matches your details. From time to time we may remind you off offers that match your search criteria but you will be able to opt out/unsubscribe from any emails at any time be replying with 'unsubscribe' or clicking an unsubscribe link to any of our emails.

This website may use Google AdWords or other remarketing platforms to deliver cookies

This website may use the Google AdWords or other remarketing services to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to our website. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy. You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

Who are we

We are Be Inspired Media & Education Ltd. We provide services and products to help schools and businesses promote their services, core values and ethos. You can contact us using the address and details at the footer of our websites or emails.

The Information we collect

We collect names and email addresses through our marketing efforts (contact forms via website enquiries) and via existing customer usage and purchases. We do not collect any personal information. Please also note that generic contact email addresses do not constitute personal data under GDPR.

#### How do we use personal information?

We only store and use the information gathered for analysing our own marketing efficiency and to create new marketing campaigns featuring products or services we believe may be of benefit, based on your previous requests, interests or purchases. This may include products and services bought or have shown significant interest in.

#### What legal basis do we have for processing your personal data?

Legitimate interests: Legitimate interests are assumed via schools as government bodies and that our services are directed to the niche of interest, only by means of using the generic, published contact information supplied by the company or body. By using any of our online contact forms you give us consent to use the data only as described on this policy. You can withdraw at any time by replying 'unsubscribe' or following an unsubscribe link to any of our emails.

#### When do we share personal data?

We treat personal data confidentiality and do not disclose or share it other than in any legal obligation to do so.

#### Where do we store and process personal data?

We only store and process data internally using our own private servers. Backups may be made using Google Drive secure servers.

#### How do we secure personal data?

We do not store your data on any hosted platform available to the public. Backups of our data are made using secure Google Drive which is protected by the safeguarding measures of Google Inc.

#### How long do we keep your personal data for?

We will keep data for as long as we continue to supply services fitting to the niche of the customer. Any old data will be deleted from servers and backups.

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