

Aperion SEND Training and Consultancy Privacy Policy

Welcome to the Aperion Training and Consultancy's privacy notice.

This privacy notice provides information on how Aperion Training and Consultancy collects and processes your personal data when you visit our website to sign up for a newsletter, purchase a product or service.

It is important that you read this privacy notice together with our website privacy policy which contains more detailed information about our data processing and can be accessed here.

Important information and who we are

Cheryl Warren, trading as Aperion Training, is the controller and responsible for your personal data.

Contact details

Our full details are: Cheryl Warren, Aperion SEND Training and Consultancy

Name or title of Data Protection Officer: Cheryl Warren

Email address: cheryl@aperiontraining.co.uk

Postal address: Rutland Drive, Morden

Telephone number: 07754 458644

1. The data we collect about you

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Identity Data.
- Contact Data.
- Financial Data.
- Transaction Data.
- Technical Data.
- Profile Data.
- Usage Data.
- Marketing and Communications Data.

We explain these categories of data here: Contact information such as name and email address; information about how you use our service (for example the pages you visit), other information as required in providing our services.

We use different methods to collect data about you, which are explained here: forms (such as our contact form, subscription forms etc) and site tracking through Google Analytics, as well as our website's own site tracking capabilities.

2. How we use your personal data

We will only use your personal data for the purpose for which we collected it which include the following:

- To register you as a new customer.
- To process and deliver your order.
- To manage your relationship with us.
- To enable you to participate in a prize draw, competition or complete a survey.
- To improve our website, products/services, marketing or customer relationships.
- To recommend products or services which may be of interest to you.

3. How we share your personal data

We will not sell any confidential customer data to third parties.

We do not share your personal data with any third parties except for software internal to the business such as Mailerlite (our email marketing tool) and Airtable (our client onboarding tool), and certain sub processors internal to our business whom we deem to provide security at least as rigorous as our own and whom we are confident will inform us of any breaches in a timely manner.

4. International transfers

We may transfer, store and process your personal data outside the UK. [More detail can be found here.](#)

5. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data including the right to receive a copy of the personal data we hold about you and the right to make a complaint at any time to the Information Commissioner's Office, the UK regulator for data protection issues (www.ico.org.uk).

[More detail can be found here](#)

6. Further details

If you are looking for more information on how we process your personal data including on data security, data retention and lawful processing bases, please access our website privacy policy.