



Customer Privacy Policy

CALM Training Ltd. is a company registered in Scotland, operating under the brands CALM Training and myCALM.

Overview

At CALM Training, safeguarding your personal data is a top priority. We are committed to respecting your privacy rights and handling your data safely, securely, fairly, and in accordance with the law. This policy explains how we collect, use, and protect your personal data, as well as your rights regarding your personal data.

This policy applies when you engage with us in any way, including through our website, social media platforms, training events, direct contact by phone or other means, or through our virtual learning environment, myCALM. This policy covers:

- How we use your data;
 - What personal data we collect;
 - How we ensure your privacy is maintained; and
 - Your legal rights relating to your personal data.
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How We Use Your Data

General Use

CALM Training processes your personal data for the following purposes:

- To provide training, consultancy, and support services to you and your organisation;
- To deliver a tailored and relevant website experience;
- To facilitate a network of practitioners through our social media platforms;
- To create and manage a database of all CALM-trained personnel across our customer base;

- With your consent, to contact you electronically about promotional offers, products, and services that may interest you;
- For market research purposes to better understand your needs;
- To engage in customer relationship management activities; and
- Where we have a legal right or duty to use or disclose your information (e.g., in response to a public authority, regulatory body, or legal dispute).

Marketing

Promotional Communications

With your consent, CALM Training may use your personal data for electronic marketing purposes and may send you updates on our latest products, services, and opportunities via email or post. We aim to provide you with information that is relevant and tailored to your interests and those of your organisation.

You can opt out of receiving promotional communications at any time by contacting us through the channels outlined in this policy or by using the unsubscribe option in our marketing communications.

Sharing Data with Third Parties

Service Providers and Suppliers

To provide our services, we may share your personal data with trusted service providers, such as MailChimp, for email marketing campaigns. We ensure these providers implement appropriate data protection and security controls, and we impose contractual obligations to ensure they only use your data for the agreed purposes.

Other Third Parties

We will not share your personal data with other third parties except as outlined below. CALM Training will never sell or rent your data to other organisations for marketing purposes. We may need to share your data with:

- Government bodies, regulators, law enforcement agencies, courts/tribunals, and insurers, where required to comply with legal obligations;
- To exercise our legal rights (e.g., in court cases);

- For the prevention, detection, or investigation of crime, or prosecution of offenders; and
 - For the protection of our employees and customers.
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International Transfers

CALM Training does not transfer your personal data outside the UK.

Data Retention

We will not retain your data for longer than necessary for the purposes set out in this policy. Different retention periods apply for different types of data, in compliance with our data retention policy.

What Personal Data Do We Collect?

CALM Training may collect personal data in the following ways:

- 1. From your engagement with our training programs:**
 - Name, date of birth, and gender;
 - Professional qualifications;
 - Contact details including postal address, telephone numbers, and email address;
 - Details of previous CALM and other relevant training.
- 2. From visiting our website and social media platforms:**
 - Online browsing activities on our websites and social media platforms;
 - Password for accessing myCALM;
 - Communication and marketing preferences;
 - Interests, feedback, and survey responses;
 - Location data;
 - Correspondence and communications with CALM.

This list is not exhaustive, and additional data may be collected where necessary for the purposes outlined in this policy.

How We Protect Your Data

Our Security Measures

CALM Training is committed to keeping your personal data secure. We employ various measures including:

- Security controls to protect our IT infrastructure from external attacks and unauthorised access; and
 - Internal policies and employee training on data protection.
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Your Rights

Under UK GDPR, you have the following rights:

- The right to access your personal data;
 - The right to request correction of inaccurate personal data;
 - The right to request deletion of personal data when it is no longer needed for legal reasons;
 - The right to object to processing of your data where we have no legitimate grounds for processing;
 - The right to restrict processing of your data under certain circumstances;
 - The right to data portability, allowing you to request data in a machine-readable format; and
 - The right to withdraw consent where consent is the basis for processing.
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Legal Basis for Processing Personal Data

General

We process personal data for:

- The pursuit of our legitimate interests, such as providing and promoting our services;

- Performance of a contract with you; and
- Compliance with legal obligations.

We rely on consent for direct marketing communications via email or text, and you can withdraw your consent at any time.

Cookies

Our website uses cookies to enhance your experience. Cookies are small text files stored on your device that help websites remember your preferences and improve your user experience. For detailed information on how we use cookies and how you can control them, please see our Cookie Policy.

Links to Other Sites

Our website may contain links to external sites. CALM Training is not responsible for the content or privacy practices of other websites.

Data Protection Officer

CALM Training has appointed a Data Protection Officer (DPO) to oversee compliance with data protection laws. If you have any questions or wish to exercise your rights, please contact our DPO at:

- **Phone:** 01259 763681
- **Email:** info@calmtraining.co.uk
- **Post:** Data Protection Officer, CALM Training, Elmbank Mill, The Charrier, Menstrie, FK11 7BU

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO). More information is available at <https://ico.org.uk>.

This policy is subject to regular review and may be updated from time to time to reflect changes in our practices or legal requirements.