

## **Privacy and Cookie Policy updated 11/3/2025**

To deliver our services, Edlead24 will collect information about you and any information you share with us will be carefully guarded through our use of best practice security policies. Please read on for more details about how we use any personal information we collect about you.

### **Introduction**

This is the privacy policy for Elead24. It explains what personal information we collect about you and how we will use it, including when you access Edlead24.co.uk.

We are committed to ensuring the personal information we hold about you is kept safe and that you understand how this information will be used. If you have any questions about this privacy policy, please contact us using the details at the end of this policy.

Your access to [www Edlead24.co.uk](http://www.Edlead24.co.uk). signifies that you agree to be bound by all the terms of this Privacy Policy. Please do not access [www.Edlead24.co.uk](http://www.Edlead24.co.uk). if you disagree with any part of this Privacy Policy.

We may change our privacy policy so please check this page from time to time, as your continued use of this website indicates your acceptance of any changed terms.

You can find details on specific areas of our privacy policy in the sections below:

- What kind of information we collect
- Why we collect this information
- How we use the information collected
- How we may disclose personal information
- Your right to access and correct your personal information
- Cookies and tracking technology
- Social networking and third-party sites
- Children's online privacy
- Forms and comments
- Online invoices
- Secure site information
- Contact us

### **1. What kind of information we collect and why**

In order to deliver our services [Edlead24.co.uk](http://Edlead24.co.uk) will collect information that identifies you or relates to you as an individual. This includes when you visit our site as it helps us to improve your user experience. The types of information we collect include:

Name

Email address.

Information required when making an application for courses or tests offered by Edlead24. This includes Name, Age, School Region, Contact Email.

Information required to enrol successful applicants as participants, including Name, Email, Country, Region

Third party software

We use third-party software that tracks traffic directed to our site from affiliate sites and the purchases that result from this traffic. This information is aggregated and is not tied to an individual application or inquiry. This aggregated information will not be used to identify you or be correlated to you individually for external purposes. We will only collect, store, and share aggregate information that does not personally identify you. We will only share information with other companies in limited circumstances and only for specific purposes (for example, for our analysis of use of our website). When we share such information with other companies, it is not traceable to any particular user, and will not be used to contact you.

## **2. Why we collect this information**

We will only collect and use your personal information in accordance with the General Data Protection Regulation (GDPR) or any other relevant data protection laws. Our legal basis for processing your personal information are as follows:

Consent: you have consented to us using your data for specific purposes; when this is required, we will ask you to opt-in to provide your consent

Contract fulfilment: your personal information is required for us to fulfil a contract that we hold with you; the types of data we will collect and the ways we will use it will be outlined in the contract between you and Edlead24

Legitimate interest: we have a business reason to use your information, which does not unfairly affect your interests, rights or freedom; we will explain our legitimate interest for using your data where this is the case. You have the right to object to us using your personal information on this basis.

## **3. How we use the personal information collected**

Edlead24 may use personal information about you for purposes described in this policy or disclosed to you on our site. For example, we may use personal information to:

- Process your application for course, CPD and tests offered by SiL through Edlead24.
- Respond to your inquiries, post your comments or statements on online forums
- Communicate with you by email, text message and telephone about your application or inquiry
- Communicate with you by email, text message and telephone if enrolled on one of our programmes or other offers
- If you opt-in, we may communicate with you occasionally about other Edlead24 opportunities. This will not happen unless you have consented to receive this additional information. All our newsletter communications include the option to unsubscribe at any time., if you wish to change how we contact you, please email us at: [info@edlead24.co.uk](mailto:info@edlead24.co.uk).

## **4. How we may disclose personal information**

Your privacy is very important to us. We won't sell your personal information or share it with anyone outside of Edlead24 for the purposes of marketing.

In some circumstances, we may need to share your information with other organisations to deliver our work. This includes sharing information with partners, such as Sil (Sharing is Learning) for test information. who may need to respond to your requests or inquiries or help us operate and improve our site or any programmes offered by Edlead24.co.uk

#### Legal requirement

Edlead24 reserves the right to use or disclose any personal information as needed to satisfy any law, regulation or legal request, to protect the integrity of the site, to fulfil your requests, or to cooperate in any law enforcement investigation or an investigation on a matter of public safety.

#### Website sale

All information collected through our site is considered a trade secret of Edlead24. As the owner of such information, we will transfer such information, including personal information, as an asset of Edlead24 in conjunction with the sale to a third-party of our company or a portion of our assets.

### **5. Your right to access and correct your personal information**

- Under the General Data Protection Regulation, you have the following rights:
- The right to rectification: the right to ask us to update any of your personal information that is incorrect or incomplete
- The right to erasure: the right to ask us to delete your personal information from our systems. This is also known as ‘the right to be forgotten’
- The right to access: the right to see what information we hold about you
- The right to restrict processing: the right to ask us to stop using your personal data
- The right to data portability: the right to request a copy of your personal information so that you can reuse it for your own purposes
- The right to object: the right to object to use processing certain types of information
- The Information Commissioner’s Office provides more information about these rights.

If you would like to contact us about any of these rights, please email us at [info@edlead24.co.uk](mailto:info@edlead24.co.uk)

We will respond to you within 30 days of receiving your request and you will not be charged for this service.

### **6. Cookies and tracking technology**

Our website uses Google Analytics technology and small text files called cookies so that we can improve your online experience – for example, by remembering you when you come back to visit us.

Cookies are small pieces of data that we place in your computer's browser to store your preferences. Cookies are not themselves personally identifiable, but may be linked to personal information that you provide to us through your interaction at our site.

#### **Which cookies are placed on the website?**

**The server company provides the following information regarding cookies.**

- Google Analytics - set up in such a way that IP addresses are anonymized, and we don't permit Google to use the data for other services. This means no traceable data is processed.
- A function cookie - This doesn't affect a customers' privacy.

A cookie will typically contain the name of the domain (internet location) from which the cookie has come, the "lifetime" of the cookie (i.e. when does it expire), and a value, usually a randomly generated unique number. A detailed list of the cookies used on our website can be found below:

## **7. Social networking and third-party sites**

When you link to our pages on or through any social networking or third-party sites, please remember that you are bound by the privacy policy of the social network or third-party site and we do not control and are not responsible for the privacy practices of such sites. You should consult the privacy policy of such sites to determine the information practices of those sites.

## **8. Children's online privacy**

Edlead24 recognises the importance of protecting the privacy of children. We will not knowingly collect any personally identifiable information from children under the age of thirteen years. Parents and schools that specifically can give us children's information such as Name, age, (Email, Parents only), school year, country and region and do so for the specific purpose of completing a test and as such have acted for the child(ren) in question.

When a user discloses personal information on our site, the user is representing to us that he or she is an adult. If a child has provided Edlead24.co.uk with personally identifiable information, we ask that a parent or guardian e-mail us at [info@Edlead24.co.uk](mailto:info@Edlead24.co.uk) and we will delete the child's information from our records.

## **9. Forms**

Any forms (e.g. contact forms) we use will collect and store personal data. We will delete these records periodically. You will also receive this information in your email. We ensure that visitors with the option of deleting their comment(s).

## **10. Online invoices**

You may want to store online orders for the maximum legal retention period, depending on your country's rules. We recommend storing at least all outgoing invoices. You can, of course, delete these records earlier if desired. Incomplete registrations should also be periodically deleted to avoid storing data unnecessarily.

## **11. Mailboxes**

[emails](#) contain any personal data, we recommend deleting these periodically.

## **Secure HTTPS connection**

Edlead24.co.uk includes a secure HTTPS connection (with SSL certificate) and DNSSEC for its domain name. This security certificate ensures the safety of all traffic on our website, which is especially important if you use forms and payments.

## **12. Contact us**

If you have any questions regarding our privacy practices, you can:

Email us: [info@Elead24.co.uk](mailto:info@Elead24.co.uk)