



[www.roadwisedrivertraining.co.uk](http://www.roadwisedrivertraining.co.uk)

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# Roadwise Driver Training CIC

## Privacy Policy

Roadwise Driver Training CIC, hereinafter referred to as Roadwise<sup>1</sup> is required to collect information from you so that we can provide you with the required service, help you decide which service(s) would suit your needs best as well as providing customer service. This privacy policy tells you:

- what information we collect
- where and how we collect it
- what we do with your personal information
- your rights over any personal information we hold about you

### What information do we collect about you?

Roadwise provides service for three client groups – private, corporate and instructors. To provide you with the highest quality of training and client service and depending on the client group we collect the following information:

Private clients : full name, pick up address (home, work or school), postcode, telephone number(s), date of birth (for young driver programmes), email address, date you passed your driving test (if applicable), country in which you passed your driving test (if applicable), any licence endorsements, the expiry date of your photo card licence, bank details to issue invoices and process payments (if applicable), pass/fail test results. We will also ask to take your photo and/or feedback about the training for advertising and marketing purposes (subject to consent).

### Corporate clients :

a) company name, company address, company driving incident statistics (if required), information about the training vehicle: make, type, registration number and insurance cover details, bank details (bank name, account number and sort code) to issue invoices and process payments;

b) details of the person in charge of the training arrangement: full name, position, email address, telephone number(s);

c) information about delegate(s) to receive the training: full name(s), pick up address(es) (home or work), postcode(s), telephone number(s), email address(es), dates of when they passed their driving test(s) (if applicable), country in which they passed their driving test(s) (if applicable), any licence endorsements, the expiry date of their photo card licence(s).

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<sup>1</sup> Company Number: SC257026

Registered office: Marywell Centre, Marywell Street, Aberdeen, AB11 6JF

Head office: Sir Ian Wood House, Hareness Road, Aberdeen, AB12 3LE

We will also ask to take a photo of your delegate(s) during the training and/or feedback about the training for advertising and marketing purposes (subject to consent).

Instructors<sup>2</sup> : full name, home address, postcode, telephone number(s), date of birth, email address, date you passed your driving test, country in which you passed your driving test, any licence endorsements, the expiry date of your photo card licence, bank details to issue invoices and process payments, ADI badge number (if applicable).

## How we collect your personal information and how we use information about you?

We collect information about you in order to provide the service requested and to enable us to provide you with a suitable driving instructor/ trainer and subsequently with customer service:

- **Our service users**

Roadwise provides various driver training and coaching services for individuals, corporate clients and instructors. We have to hold the details of the person who has requested the service to provide the service. We only use these details to provide the service the person has requested and for other closely related purposes (eg. Request feedback regarding quality of service).

In order to provide the service, we disclose information to the instructor/trainer using the secure [Slack](#) communication platform which is accessible only to our office team members and service providing instructors and enables us to find a suitable instructor/trainer much faster. Slack archives/(deletes) all communication after every 10K messages.

Communication with corporate clients is conducted via email, therefore we share delegates' contact information and arrange training via email with our selected trainer(s). Roadwise uses the [Office 365](#) Outlook application as email service.

- **Phone enquiries**

When you phone us we collect the information indicated above in our database. We use the Office 365 application [Power BI](#) to fulfil this function. Then we share your information with our trainers using either Slack or the Office 365 Outlook application.

- **Contact form enquiries**

On our website [www.roadwisedrivertraining.co.uk](http://www.roadwisedrivertraining.co.uk) below each service you will find an enquiry form to submit your request. It will go to our Office 365 Outlook application that we use to receive all emails sent to [info@roadwisedrivertraining.co.uk](mailto:info@roadwisedrivertraining.co.uk). If you decide to sign up for a lesson waiting list, your enquiry will be processed using Google Forms application.

- **Email enquiries**

When you submit an email enquiry it will go to our Office 365 Outlook application email [info@roadwisedrivertraining.co.uk](mailto:info@roadwisedrivertraining.co.uk)

If we cannot provide you with the service or you have found another provider, then we will not keep your personal information after establishing this fact. If we cannot provide you with the service immediately but you are happy to wait, then we will keep your personal information until the service becomes available. We will contact you either by phone or email to let you know. If following our conversation, you do not go ahead with our service(s), we will immediately delete your information. Alternatively, we will keep your information in line with our retention guidelines.

If to provide a service or fulfil a contract between Roadwise and a client(s) we require to keep any business-related documentation, we will keep it safe on the Roadwise [SharePoint](#) for the period of service provision/contractual agreement. If we are required to store this

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<sup>2</sup> This privacy policy covers only instructors who receive training to become a fully qualified approved driving instructor (ADI) or those who use Roadwise to upgrade their instruction skills. Roadwise has a separate Privacy Policy for Franchised Instructors and Trainers who provide services on behalf of Roadwise.

information longer, it will be done in line with our retention guidelines. Information will be accessible to our team on a strictly need to know basis.

- **Our website visitors**

Our website [www.roadwisedrivertraining.co.uk](http://www.roadwisedrivertraining.co.uk) was built using the [SilverStripe.org](http://SilverStripe.org) content management system used by governments, businesses and non-profit organisations around the world.

When someone visits our website we use a third party service, [Google Analytics](http://Google Analytics), to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. Our website visitors have access to an online shop where they can buy gift and training vouchers gift voucher service provided. This function is enabled by a third-party [Big Cartel](http://Big Cartel). All payments processed using the gift voucher service are secured by [Secure Trading](http://Secure Trading). Information about purchased and unredeemed gift vouchers will be stored on a secure database until redeemed or expired. All gift vouchers are valid for one year. Please read their respective privacy policies before making a purchase online to make sure that you are satisfied with the security being provided.

- **E-Newsletter**

We use Mailchimp, a marketing automation platform, to deliver our e-newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see the [Mailchimp privacy policy](http://Mailchimp privacy policy). When people subscribe to our e-newsletter, they can cancel their subscription at any time by clicking 'unsubscribe' at the bottom of our emails.

If you haven't already subscribed to news about services, promotions, discounts, competitions and occasional offers from us please click [here](#). We will never pass or sell your information to other organisations.

- **People who contact us via social media**

If you send us a private/direct message on social media platforms [Facebook](http://Facebook), [Twitter](http://Twitter), [Instagram](http://Instagram), [LinkedIn](http://LinkedIn) or [WhatsApp](http://WhatsApp) the message(s) will be stored for three months and then deleted. It will not be shared with any other organisations.

- **People who leave their feedback about our service**

We use a twofold feedback collection method. To collect feedback from a wider audience regarding the quality of our service or to get their opinion about a service features we use a third party [Google Forms](http://Google Forms) as online questionnaire. All responses are stored within a Google Forms account for 6 months and then respondents' answers are coded by deleting their personal information if it was provided. We also collect feedback from our service users by asking them to fill in the attached forms that we send via email. Filled in forms are stored within our SharePoint site.

- **People who make a complaint about us**

When we receive a complaint from our clients or members of the public we make up a file containing the details of the complaint which contains the identity of the complainant and other individuals involved (if applicable). We will only use the personal information we collect to process the complaint and to check on the quality of service we provide. We usually have to disclose the complainant's identity to whoever the complaint is about to accurately establish all facts. If a person who made a complaint doesn't want information identifying him or her to be disclosed, we will try to adhere to that. However, sometimes it may not be possible to handle a complaint on an anonymous basis. We will keep the information about the complaint for 2 years after closure.

## Use of your personal information for marketing purposes

We would like to send you information about products and services, competitions, news and updates which may be of interest to you. If you have consented to receive marketing by subscribing to our newsletter, you may opt out at a later date by selecting the 'unsubscribe' button at the bottom of our emails. We will never pass or sell your information to other organisations.

We will use the Facebook 'Custom Audience' service from time to time. This service enables us to display to you personalised advertisements when you visit Facebook's social media platform. It works by converting your email address to a unique number that Facebook uses to match to unique numbers that Facebook generates from email addresses of its users. Where we use Facebook Custom Audiences, we will only include you if you have consented to receive marketing from us.

You have the right at any time to stop us from contacting you for marketing purposes.

We will use any photos we take of you on social media sites such as Facebook, Twitter, Instagram, LinkedIn, WhatsApp and/or the website, marketing materials. We will also use any videos from your training sessions on our social media platforms and website. We will always ask your **consent** before doing this. You have the right not to have your picture/video taken for marketing purposes. You also have the right to request that we remove your picture/video from Facebook, Twitter, Instagram or LinkedIn at anytime. This should be done in writing to Roadwise Driver Training, Sir Ian Wood House, Hareness Road, Aberdeen, AB12 3LE.

Roadwise has no control over the copying of your picture by third parties. You should be aware that allowing us to post your picture/video on social media or website means that your picture will now be on the internet and can be copied, altered and shared by anyone.

## Security of Information

We take the security of your personal information seriously. For communication and service provision we use the following third-party systems. To read about their privacy policies you can click on the links:

[Slack](#) for secured communication between Roadwise staff and instructors to allocate pupils against instructors in an efficient manner.

[Office 365 Outlook](#) application for email communication between Roadwise staff and instructors/trainers when dealing regarding corporate or specialist training bookings and arrangements.

[Office 365 SharePoint](#) application for document storage.

[Office 365 Power BI](#) application we use to fulfil the database function.

[SilverStripe](#) is the platform on which our website is based.

[Google Analytics](#) is the service we use to analyse how visitor use our website.

[Big Cartel](#) is the service we use to allow you to purchase gift vouchers.

[Secure Trading](#) is the service used by Gift Voucher Solutions to enable secure online transactions.

[MailChimp](#) is the service we use to send you our newsletters.

[Google Forms](#) is the service we use to carry out online surveys and get feedback.

You can also reach us on social media. Before sending us any direct or private messages as well as sending any attachments on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) or [WhatsApp](#) make sure that you are satisfied with the level of privacy provided by the social platforms. Remember that you can always reach us by email or by phone.

## Access to your information and correction

You have the right to request a copy of the information we hold about you. If you would like a copy of all your personal information, please email [info@roadwisedriertraining.co.uk](mailto:info@roadwisedriertraining.co.uk) or write to us at Roadwise Driver Training, Sir Ian Wood House, Hareness Road, Aberdeen, AB12 3LE. We may charge a small fee for this service.

We want to make sure your personal information is accurate and up to date. From time to time we will get in touch to make sure that information we hold about you is correct. You may ask us to correct or remove information you think is inaccurate.

### Other websites

Our website contains links to other websites. This Privacy Policy only applies to the Roadwise website so when you link to other websites you should read their own privacy policies.

### Changes to our privacy notice

We keep our Privacy Policy under regular review and we will place any updates on this webpage. This Privacy Policy was last updated on 8<sup>th</sup> December 2020.

### How to contact us

Please contact us if you have any questions about our Privacy Policy or information we hold about you:

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

Write: Roadwise Driver Training, Sir Ian Wood House, Hareness Road, Aberdeen, AB12 3LE.