

## **Terms and Conditions for Using SPARK Schools Webpage**

### **About this Document**

This policy applies to all persons using the SPARK Schools webpage regardless of the country or region you are in.

This document is gender neutral.

#### 1. Introduction

SPARK Schools respects the privacy of individuals and is committed to protecting personal information which we may from time to time collect, hold and administer, while individuals operate our website. Personal Information may be defined as information which directly or indirectly identifies an individual.

SPARK Schools collects and administers a range of personal and non-personal information for various purposes. The organisation is committed to protecting the privacy of such information. We respect every individual's right to have their personal information protected. We are bound by laws which impose an obligation on us to handle individuals' personal information with care.

This document sets out: the types of information which we collect through our Website; our intended use of such information; and the circumstances under which we may disclose such information to third parties. This document only applies to information that we collect through our website..

It should be understood from the outset that we do not intend to collect sensitive information through our website. Sensitive information is information relating to a person's racial ethnic origin, political opinions, religion, trade union or other professional or trade association membership, sexual preferences or criminal record, that is also personal information; and health information about an individual.

### **Cookies**

To enrich and perfect your online experience, SPARK Schools uses "Cookies", similar technologies and services provided by others to display personalized content, appropriate advertising and store your preferences on your computer.

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. SPARK Schools uses cookies to help us identify and track visitors; their usage of our website, and their website user access preferences.

Our Website visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using SPARK Schools's websites, with the drawback that certain features of our websites may not function properly without the aid of cookies.

By continuing to navigate our website without changing your cookie settings, you hereby acknowledge and agree to SPARK Schools's use of cookies.

## **Website Visitors**

Like most website operators, SPARK Schools collects, holds and administers non-personally-identifying information, including but not limited to : web browser type; language preference; referring site; and the date and time of each visitor request.

The purpose in collecting non-personally identifying information is to better understand how our visitors use the school's website. From time to time, we may release non-personally-identifying information in the aggregate, such as publishing reports on trends in the usage of our website.

We also collect potentially personally-identifying information like Internet Protocol addresses (better known as "IP addresses") for "logged in" users and for users who choose to leave comments on our website or blog posts. Such information is disclosed under the same circumstances as those disclosed for personally-identifying information, as described below.

## **Gathering of Personally-Identifying Information**

Website users may choose to interact with SPARK Schools in ways that require SPARK Schools to gather personally-identifying information. The amount and type of information that SPARK Schools gathers depends on the nature of the interaction. For example, we ask visitors who sign up for a blog chat to provide a username and email address.

## **Protection of Personal Information**

While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **Advertisements**

Advertisements which may appear from time to time pop up on our website, may be delivered to users by advertising partners, who may set cookies. Cookies allow the ad server to recognize your computer each time you are sent an online advertisement, to compile information about you or others who use your computer. This information allows ad networks to, amongst others, deliver targeted advertisements that would most interest you.**Links Third Party Sites**

Our Website may have links to third party websites. We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites, products or services. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy and terms and conditions of every site you visit.

Our website uses Google AdWords and Facebook DSP (Demand site platforms) networks for remarketing. We use the 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.

All 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.

### **Aggregated Statistics**

SPARK Schools may collect statistics about the behavior of visitors to our website. We may display this information publicly or provide it to others. However, we do not disclose your personally-identifying information.

### **SPARK Schools Marketing consent Electronic Communications**

Your use of the Website shall be deemed your consent to receive communications from us via electronic and/or other means which includes (but it in no way limited to) e-mail, messages on the Website , messaging via other digital (sms, avm) and/or postal means and telephonic calls.

You agree that all agreements, notices, disclosures and other communications that we provide to you electronically, satisfy any and all legal requirement that such communications be in writing.

### **Conclusion**

SPARK Schools will only collect, use and disclose information which we require for our primary function or for a related primary function. For all other uses, we will obtain the individuals consent first.

SPARK Schools will only use personal information for direct marketing, where it can reasonably be expected to be used for such purpose.

SPARK Schools will destroy personal information when it is no longer required to be kept for the purpose for which it was collected.

We will ensure that we store personal information securely, protecting it from unauthorised access.