



Identify Potential Privacy Policy

Our contact details

Name: Sally Simmons
Address: 29 Rosva Morgowr, Falmouth, Cornwall, TR11 5GS
Phone Number: 0798 3714033
E-mail: info@identifypotential.co.uk

Who we are

Identify Potential is owned and managed by Sally Simmons. It is an organisation that carries out diagnostic assessments for specific learning difficulties.

Identify Potential takes your privacy very seriously. In this Privacy Policy we've provided lots of information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

The type of personal information we collect

When a client/learner contacts Identify Potential to provide an assessment a range of information is collected to enable us to fulfil that service.

Any personal information that received will be processed in accordance with the General Data Protection Regulation (GDPR). May 2018. These regulations require registration with the Information Commissioners Office (ICO).

The type of information collected includes:

- Personal identifiers and biographical information, for example date of birth
- Contact details – for example home address, email address and telephone number
- Sensitive personal data – for example, details of why an individual seeks an assessment, details of a disability or specific learning difficulty, details of support a client/learner may have had in the past, assessment data, and notes written during and after support or assessment sessions or after other contact with client/learner
- Dates of meetings held with a client/learner
- Family Details – for example details of other family members with whom a client/learner or a client/learner's school/college/workplace have given me consent to liaise

Test papers and accompanying information with responses are stored safely in a secure place within Identify Potential premises. The final report will be stored electronically, and this will be password encrypted. In light of the need to keep minimal information the final report will be stored electronically, password encrypted and kept for six years. The test papers and accompanying information will safely disposed of following the assessment and completion of the report.

Why we collect this information

Information is collected to plan and provide an assessment for an individual that the client has requested.

Who might we share this information with?

Once the assessment report is completed it will be emailed to the person who has commissioned the assessment, it will be a PDF document that is password encrypted.

The assessment will not be shared with a third party without written permission from the person who has requested the assessment. Email threads will be deleted regarding information provided for the assessment.

Your rights

Under the General Data Protection Regulation, you have several important rights including:

- The fair processing of information and transparency over how we use your personal information
- Access to your personal information and to certain other supplementary information that this Privacy Policy is already designed to address
- Requiring us to correct any mistakes in your information which we hold
- Requiring the erasure of personal information concerning you in certain situations
- Receiving the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit that data to a third party in certain situations
- Objecting at any time to processing of personal information concerning you for direct marketing
- Objecting to decisions being taken by automated means which produce legal effects concerning you or significantly affect you
- Objecting in certain other situations to our continued processing of your personal information
- Restricting our processing of your personal information in certain circumstances
- Claiming compensation for damages caused by our breach of any data protection laws
- Exercising these rights free of charge

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

Access to your personal information

You are entitled to view, amend, or delete the personal information that we hold. Email your request to Sally Simmons at info@identifypotential.co.uk

Note: Requests from clients to delete data relating to an individual will be considered on a case-by-case basis but we may be unable to remove all assessment records for legal reasons.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

Changes to this Privacy Notice

This was reviewed on 01.06.2023 and will be reviewed as required according to legislation set out by the ICO.