

Our Privacy Policy

1. [About Us](#)
2. [The Data Protection Officer \(DPO\)](#)
3. [Information we collect about You and How we use it](#)
4. [Cookies \[and web browser information\]](#)
5. [Cookie Consent](#)
6. [What we do with your Information](#)
7. [What if I don't provide some or all of the information requested?](#)
8. [What grounds \(legal basis\) are we processing the data under?](#)
9. [Will You be contacted for Marketing Purposes?](#)
10. [Sharing your Information with Third Parties](#)
11. [How we Protect your Information](#)
12. [How long we hold your Data for](#)
13. [Your rights regarding your Personal Information](#)
14. [Sale of the Business](#)
15. [Right of complaint to the Regulator for Data Protection](#)
16. [Links to Third Party Websites](#)
17. [Updates to this Policy](#)
18. [Contacting Us](#)

1. About Us

This website (schools.beano.com) is owned and operated by Beano Studios Limited (a limited company registered in England with company number 10054526 with its registered office at 185 Fleet Street, London, EC4A 2HS).

Beano Studios is committed to protecting your privacy and maintaining the security of any personal information received from you. We strictly adhere to the requirements of the data protection legislation in the UK, including the General Data Protection Regulation 2016 and the Data Protection Act 2018 and we are registered on the Data Protection Public Register number ZA206818.

2. The Data Protection Officer (DPO)

Due to the type of data we collect and the nature of our business we currently have no legal requirement to have a DPO at Beano Studios. However, our Head of Data will be happy to deal with any queries or requests regarding the data we hold about you. They can be contacted via our [contact us page](#), by phone on +44 20 7400 1094 or by post to Head of Data, Beano Studios Limited, 185 Fleet Street, London, EC4A 2HS.

3. Information we collect about You and How we use it

We do not require your personal information to use the Site.

We do not collect sensitive information (also known as special categories of information) about anyone using the site except when you specifically knowingly provide it and have consented to this.

The “[contact us](#)” function generates an email to us and gives you the option to give your email address. This means we will collect the email address and name associated with the chosen email address, which we commit to delete once we have processed the request or query.

We will also collect any personal information volunteered to us when we are contacted, this will also be deleted once we have processed the request or query.

If you sign up for the Beano Schools newsletter we will use your personal information to send you email newsletters. You can unsubscribe by clicking the unsubscribe link within a Beano Schools newsletter mail.

We do collect some information from cookies and similar software which allows us to understand how you arrive on our websites and use and navigate round it. This information is used to help us improve the site. We also store some usage information in Google Analytics.

4. Cookies [and web browser information]

This website uses cookies. For more information about what cookies are, what we use them for and how you can block or delete them, please read our [cookie policy](#). Currently we do not have the ability to react to do not track being set in the browser.

5. Cookie Consent

Schools.beano.com requests consent to place cookies on your device when you first browse to one of our webpages.

Accept All

All cookies listed are accepted.

Necessary

These cookies are required for Schools.beano.com to function properly and for security purposes. Without these cookies, we cannot provide the requested services.

Performance

Performance cookies enable us to test changes to our website in order to improve overall the user experience. They also provide functionality to gather anonymous feedback from users and aggregate user behaviour to These cookies do not collect any information that could identify you.

Some of our performance cookies are managed for us by third parties. However, we don't allow the third party to use the cookies for any purpose other than anonymously reporting usage statistics.

Analytics

Analytics cookies collect anonymous information about how you use our website - e.g. which pages you visit. These cookies do not collect any information that could identify you. They are only used to help us improve how our website works, understand what interests our users and measure how effective our content is.

6. What we do with your Information

We will use your personal information for several purposes including:

- To provide personalised communications
- If you sign up for the Beano Schools newsletter we will use your personal information to send you email newsletters. You can unsubscribe by clicking the unsubscribe link within a Beano Schools newsletter mail.
- When you contact us, we store the contact details until your query is resolved. Once a query is resolved we delete all contact information.
- IP addresses and device identifiers are processed by Google Analytics to enable us to anonymously identify the location of users & establish the number of visits from different countries. More information about the process can be found on [Google Analytics' helpsite](#).
- We derive the region or town of a visitor from the visitor's IP address which we then store. The region or town cannot be used to identify you.
- For analysis and research to improve our services
- We may use, share and disclose information in aggregate (so no individuals are identified) for marketing and strategic development purposes.

7. What if I don't provide some or all of the information requested?

The impact of this will depend on what information you withhold but the main impacts may be:

- We may not be able to respond fully to requests and queries you may have

- We cannot personalise the service you receive

8. What grounds (legal basis) are we processing the data under?

There are a number of grounds we process your data under. These are;

- Legitimate interest – this means the processing is in Beano Studios’ interest. It allows us to improve the services we provide by better understanding how our online provisions are used and which are popular with which groups of individuals
- Consent – where you have given us consent to process your data.

9. Will You be contacted for Marketing Purposes?

We use your personal information to update you about new services by post, email and SMS text message. We will only contact you with your consent. Consent notifications will be clearly displayed at the point of collection of personal information.

We may personalise the message content based on information you provide us with, and your use of Beano Studios websites.

10. Sharing your Information with Third Parties

We may from time to time provide your or your child’s personal information to third parties for the purpose of providing our services. The third-party providers who help us provide our services include service providers who assist us with hosting the Site or our marketing campaigns. They do not decide what is done with your data and only process it on our behalf. These third parties may be located outside the European Economic Area (EEA); however, we only use providers that provide adequate protection for your information.

When transferring any personal information outside of the EEA we only do so under one of the legally recognised transfer mechanisms for ensuring the data is safeguarded. These are:

- The country in question has been deemed safe for data transfer by the European Commission. Also known as an adequacy finding
- The contract for data processing contains the standard contractual clauses laid down by the European Commission to safeguard the transfer of personal data
- Binding corporate rules – this is where a large company’s own internal processes for international data transfer have been signed-off and agreed by the European Commission as safeguarding the data

- If the data is going to the USA it can be safely transferred to a company that is certified under the EU-US Privacy Shield
- Appropriate certification schemes.

We work with the following third-party providers to support the operation of the Site and provide a better experience. These third-party providers do not share personal information with any other providers.

When a lesson plan is downloaded, we will ask for your consent to share your contact information with The Bank of England so they can contact you for feedback on the lesson plans. This enables Beano Studios and The Bank of England to improve lesson plans based on direct feedback from teachers using the lesson plans. Your information will not be shared with The Bank of England unless you give consent. This information will not be used for any other purposes by Beano Studios or The Bank of England.

We use Google Analytics to understand the use of the site. This helps us improve the experience for all.

For more information, please refer to these third-party providers' privacy policies as listed below.

Third-party Provider Privacy Policies

- [Google's privacy policy](#)
- [The Bank of England's privacy policy](#)

We will not provide your data to other third parties for marketing purposes unless you are an adult and have specifically consented to this when you first provided your data to us. You are entitled to withhold this consent and opt out from receiving such third-party communications at any time by not giving your consent on the form (paper or web) that collects your details. You can also update these options by contacting us via our [contact us page](#) or by post to Head of Data, Beano Studios Limited, 185 Fleet Street, London, EC4A 2HS.

11. How we Protect your Information

We follow strict security procedures in the storage, use and disclosure of information which you have given us, to prevent unauthorised access to, and loss, misuse or alteration of your personal information in accordance with the UK data protection legislation. These include access control, firewalls and virus checking procedures.

You are responsible for keeping any confidential passwords or other login or access details which you select or which we allocate to you secret. Whilst we take steps to ensure the security of your

information, there is a risk that any information transmitted over the Internet and stored on a computer may be intercepted or accessed by an unauthorised party. If you think that someone has accessed your information held by us without your permission or gained unauthorised access to your login details, you must notify us via our [contact us page](#).

We also recommend that if you use a shared computer or a computer in a public place such as a library that you close your browser when you have finished your session.

12. How long we hold your Data for

We retain anonymised information, gathered for analytical purposes, indefinitely.

Data collected by us through the [contact us page](#) is deleted as soon as the query raised is resolved. Competition entries are kept whilst the competition remains open. Once the competition has concluded and prizes are confirmed to be received, all data collected during the competition is deleted.

13. Your rights regarding your Personal Information

Under the Data Protection law, you have a number of rights with respect to your personal information which are:

Correcting your Information

- You are entitled to have your personal information updated to ensure it is up-to-date and accurate.

Withdrawing Consent

- You have the right to withdraw your consent to any processing that is currently being done under your consent, e.g. marketing.
- Obtaining a copy of your Information
- You are entitled to receive a copy of the personal information we hold about you.

Deleting your information

- You can request that we delete personal information in certain circumstances. These will be specific to each case.

Data Portability

- You are entitled to have us transfer to another controller the personal information that you have provided us with.

Restricting Processing

- You can request a restriction on the processing of your data in some limited circumstances. Examples are concerns over data accuracy or we are no longer required to hold your data but you have requested its retention by us to aid you in a legal matter.

Right to object to processing

- You are entitled to request that we stop processing your data for marketing purposes and in other limited circumstances such as asking us not to process your data by wholly automated means or not to analyse your information for targeted content etc. (also known as profiling).

You can action any of these rights by contacting your normal customer service department or by contacting us by via our [contact us page](#) or by post to Head of Data, Beano Studios Limited, 185 Fleet Street, London, EC4A 2HS.

14. Sale of the Business

Should all or part of the Beano Studios business be sold to or taken over by another organisation, your personal information may move to that other organisation as part of the sale or takeover agreement. The new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use your personal information for the purposes for which it was supplied by you. Your rights regarding your personal information, as laid out above in section 16, will remain unaffected.

15. Right of complaint to the Regulator for Data Protection

The data protection laws in the UK are regulated and enforced by the Information Commissioner's Office (ICO). Each individual has the right to raise a concern/complaint to the ICO if they have any concerns about how their personal information and/or privacy is treated. You can do this via:

- [The ICO's website](#) - follow the links or have an online "live chat"
- Call the ICO helpline on 0303 123 1113
- Email casework@ico.org.uk
- Postal address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

16. Links to Third Party Websites

Our website may contain links to other websites belonging to third parties which are not covered by this privacy policy. If you want to click through to a third-party website, please make sure that you read the privacy policy for that website.

17. Updates to this Policy

We may update this Policy at any time without notice. By continuing to use the website after we have posted a notice informing you of an update, you accept the changes to this Policy.

18. Contacting Us

If you have any questions about privacy, or wish to update your details or action any of your other data rights at any time, please contact us via our [contact us page](#), by phone on +44 20 7400 1094 or by post to Head of Data, Beano Studios Limited, 185 Fleet Street, London, EC4A 2HS.

Privacy statement updated July 2020.