



# Privacy Policy

Virtual Reality Learning Ltd. respects your privacy and is committed to protecting your personal data. In this privacy policy we explain how we collect, use and share the personal information you provide to us and the information we collect in the course of operating our business and our website.

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## Our contact details

Virtual Reality Learning Ltd. (company number 10682002) (we, our and us) operates the website. Our registered office is at 9 Shottery Brook Office Park, Timothys Bridge Road, Stratford Enterprise Park, Stratford-Upon-Avon, CV37 9NR.

We are the data controller for the purposes of the Data Protection Act 2018, the UK GDPR and any other data protection legislation applicable in the UK from time to time.

If you have any questions about your privacy on our website, or our use of your personal data, please contact us. Our telephone number is +44 (0)207 867 3908 and our email address is [contact@virtualrealityexps.com](mailto:contact@virtualrealityexps.com)

## What information do we collect from you and how do we collect it?

“Personal information” is any information that can be used to identify you or that we can link to you and which we have in our possession or control.

You are not required to provide personal information to us when you visit our website. We will only require you to provide personal information to us where it is necessary for us to provide you with a service at your request, such as when you use our contact form.

This information that you provide to us may include:

- Identity information such as your full name;
- Contact information such as your postal address, email address and telephone number;
- Profile information such as the company you work for or your business and preferences such as the types of services you are interested in;
- The contents of any communications that you send to us.

We also collect information about you on your website using cookies and other similar technologies to help distinguish you from other users of our website. These technologies are aimed at optimising your online experience and they also allow us to make improvements to our website. For more information about how and why we use cookies, please refer to our Cookie Policy.

When you visit our website we may collect the following information:

- Your internet protocol (IP) address and geographic location;
- Details of your visits to our website, the content and features that you access such as which pages you view and which links you follow;
- Details of the hardware and software that you use to access the website such as the operating system and version, your browser type and version.

We may also collect information about you from other sources, including:

- Technical data from analytics providers and search engine providers such as Google;
- Information you have shared publicly, including on social media platforms such as Facebook, Instagram, LinkedIn;
- Publicly available information from sources such as Companies House.

Also, we may collate, process and share any statistics based on an aggregation of information held by us provided that any individual is not identified from the resulting analysis and the collation, processing and dissemination of such information is permitted by law.

## How and why will we use your personal information?

### Administering and improving our website

We want to offer the best experience that we can on our website and sometimes, this requires us to use your information to find ways to improve what we do, or how we do it. We rely on the lawful basis of legitimate interests and will use your information where it is necessary so that we can:

- Monitor and improve the performance of our website;
- Review and improve our systems and processes;
- Ensure that our website content is presented in the most effective manner;
- Measure and understand the effectiveness of advertising we serve to you and others and to deliver relevant website content to you.

### Communicating with you

We will need to use personal information about you when you contact us, and when we respond to your enquiry. We have a legitimate interest in communicating effectively with our customers and website users and may use your information to:

- Respond to your enquiry and send you information about our products and services;;
- Contact you about any changes that we make to our products or services;
- Contact you about important changes to our business, policies or terms;

- Deal with any complaints you may have;
- Prevent and respond to actual or potential fraud or illegal activities.

Promoting our products and services

We may use your information to identify and tell you about our products or services that we think may be of interest to you. We will only do this where you have informed us that you would like to receive marketing communications and may update your preferences at any time by contacting us on [contact@virtualrealityexps.com](mailto:contact@virtualrealityexps.com)

We also rely on the lawful basis for processing the above types of information for the performance of a contract and/or taking steps, at your request, to enter into such a contract.

## Who has access to your personal information?

We sometimes need to share the information you provide us with our staff so that we can effectively manage our website and handle customer enquiries and complaints. We may also share your data with parties outside our company, for example:

- Web hosting providers to manage and host the website and related infrastructure, services and applications;
- Suppliers and service providers to fulfil orders of products or services;
- Contact management systems to send emails and social media messages;
- Regulators, authorities, governmental institutions.

## How long will we hold your personal information for and how do we protect it?

We will only hold your personal information for as long as is reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. The period which we retain your personal information will be determined by our internal policies.

We use reasonable, appropriate and up to date security methods to keep your data secure and to prevent and to prevent unauthorised or unlawful access to your information. We limit access to your personal information to those employees, consultants and other third parties who have a business need to use it. They will only process your personal information on our instructions.

## Your data protection rights

Under data protection law, you have rights including:

- Your right of access: you have the right to ask us for copies of your personal information.
- Your right to rectification: you have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure: you have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing: you have the right to ask us to restrict the processing of your information in certain circumstances.

- Your right to object to processing: you have the the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability: you have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us via [contact@virtualrealityexps.com](mailto:contact@virtualrealityexps.com), phone number or postal address provided above if you wish to make a request.

## How to complain

If you wish to make a complaint about our collection or use of your personal data, please contact us via [contact@virtualrealityexps.com](mailto:contact@virtualrealityexps.com) in the first instance so that we may seek to resolve your complaint.

You may also complain to the Information Commissioner's Office (ICO), the statutory body which oversees data protection law in the UK.

The ICO's address:

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

Helpline number: 0303 123 1113