



PREMIUMMM LTD
www.premiummmschool.com

Privacy Policy

Last updated: 04/01/2026

Premiummm Ltd is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect your personal information when you use our website: www.premiummmschool.com.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable UK privacy laws.

1. Who We Are

Premiummm Ltd. Registered Office 63 Malthouse Drive, Grays, Essex RM17 5FG. Registered in England & Wales No. 11541199. Email: premiummmschool@gmail.com.

2. What Type of Information Do We Collect?

We may collect and process the following types of personal information:

Information You Provide Directly:

When you use our website, including when you:

- Complete contact forms
- Register for events, courses or classes
- Subscribe to updates or newsletters

This may include:

- Full name
- Email address
- Telephone number
- Postal address (if required for events or administration)
- Emergency contact details (where relevant for activities)
- Information you include in messages or form submissions
- Any accessibility or support requirements you choose to share

We do not collect payment card details, billing information, or government identification numbers such as National Insurance numbers via our website.

Information Collected Automatically:

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Device type and operating system
- Pages visited and time spent on the site
- Referring website links
- Cookie and tracking data (see Cookies section below)

This information is collected using cookies and similar technologies.

3. Why Do We Collect Personal Information?

We collect personal information for the following purposes:

- To respond to enquiries and messages
- To manage registrations for events, courses and classes
- To communicate important administrative or logistical information
- To improve our website, services and user experience
- To monitor website performance and usage
- To comply with legal and regulatory obligations
- To protect the security and integrity of our website

Where required by law, we rely on your consent. Otherwise, we process data based on:

- Legitimate interests (e.g. managing registrations)
- Legal obligations
- Performance of a task carried out in the public interest

3.1 Our Lawful Basis for Processing Personal Data

Under the UK General Data Protection Regulation (UK GDPR), we must have a valid lawful basis for processing personal data. The table below explains the types of personal data we process, why we process it, and the lawful basis we rely on.

Activity	Personal Data Collected	Purpose of Processing	Lawful Basis
Website contact enquiries	Name, email address, telephone number, message content	To respond to enquiries and provide information	Legitimate interests
Event, course and class registrations	Name, email address, date of birth, telephone number, postal address, emergency contact details, allergy / medical information (if relevant)	To manage registrations, attendance and communications	Legitimate interests / Contract
Volunteer applications	Name, email address, date of birth, telephone number, postal address, emergency contact details	To respond to and manage applications	Legitimate interests
Monitoring forms	Name, email address, date of birth, city/borough, spheres of interest	To monitor and improve service	Consent
Essential event communications	Name, email address	To send important updates relating to an event, course or class	Legitimate interests
Optional newsletters or updates	Name, email address	To share news and updates about our work (only where opted in)	Consent
Website analytics	IP address (anonymised), device and usage data	To monitor and improve website performance	Consent (via cookies)

Activity	Personal Data Collected	Purpose of Processing	Lawful Basis
Accessibility or support requirements	Health or accessibility information (if voluntarily provided)	To support participation in events or activities	Explicit consent
Legal and regulatory compliance	Name and contact details	To meet legal, accounting or regulatory obligations	Legal obligation
Website security and fraud prevention	IP address, technical data	To protect our website and users	Legitimate interests

Where we rely on consent, you have the right to withdraw that consent at any time. Further information on how to do this is set out in the section “How Can You Withdraw Your Consent?”.

4. How Do We Store, Use, Share and Disclose Personal Information?

Storage and Security

We store your personal information securely using:

- Encrypted systems where appropriate
- Secure servers and reputable third-party service providers
- Access controls to limit who can see your data

We retain personal data only for as long as necessary for the purposes outlined in this policy or to meet legal requirements.

Sharing Your Information

We do not sell your personal data.

We may share your information with:

- Trusted service providers who help us operate our website (e.g. form hosting, email services, analytics providers)
- Event partners or facilitators, only where necessary
- Legal or regulatory authorities where required by law

All third parties are required to protect your data and use it only for specified purposes.

5. How Do We Communicate With Site Visitors?

We may contact you using:

- Email
- Post
- Telephone

We only contact you:

- To respond to enquiries
- To confirm or manage event, course or class registrations
- To provide important updates related to your registration
- For occasional updates if you have opted in

You can opt out of non-essential communications at any time by:

- Using the unsubscribe link in emails (if applicable)
- Contacting us directly using the details below

6. How Do We Use Cookies and Other Tracking Tools?

Our website uses cookies and similar technologies to function properly and to improve your experience.

Categories of Cookies We Use

Essential Cookies

- Required for the website to function correctly
- Enable core features such as form submission and security
- Cannot be switched off

Functional Cookies

- Remember user preferences
- Improve website usability and accessibility

Analytical Cookies

- Help us understand how visitors use our website
- Allow us to improve performance and content
- Example: Google Analytics

Marketing Cookies

- Used to track visitors across websites
- Help measure the effectiveness of campaigns (if applicable)

Purposes of Cookies

Cookies are used to:

- Ensure website security
- Analyse traffic and usage patterns
- Improve content and navigation
- Support communications and outreach activities

Third Parties That Set Cookies

Third-party services used on our website may include:

- Google Analytics – <https://policies.google.com/privacy>
- Usercentrics - <https://usercentrics.com/privacy-policy/>

Cookie Duration

- Session cookies: deleted when you close your browser
- Persistent cookies: stored for a defined period (typically between 1 day and 24 months)

Managing Cookie Preferences

You can manage or withdraw cookie consent at any time via:

- Our cookie consent tool (if applicable)
- Your browser settings

For more information about cookies, visit:

<https://www.allaboutcookies.org>

Browser Cookie Settings

You can manage cookies using the following links:

- **Cookie settings in Firefox** - <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=Enabling+and+disabling+cookies&redirectlocale=en-US>
- **Cookie settings in Internet Explorer** - <https://support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>
- **Cookie settings in Google Chrome** - <https://support.google.com/chrome/answer/95647>
- **Cookie settings in Safari (OS X)** - <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>
- **Cookie settings in Safari (iOS)** - <https://support.apple.com/en-us/105082>
- **Cookie settings in Android** - <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en&oco=0>

7. How Can You Withdraw Your Consent?

You have the right to:

- Withdraw consent at any time
- Request access to your personal data
- Request correction or deletion of your data
- Restrict or object to processing
- Request data portability (where applicable)

To exercise your rights, contact us using the details below. We may need to verify your identity before responding.

8. Privacy Policy Updates

We may update this Privacy Policy from time to time to reflect legal, technical or operational changes. Any updates will be posted on this page with a revised “Last updated” date. We encourage you to review this policy periodically

9. Questions and Contact Information

If you have any questions about this Privacy Policy or how we handle your data, please contact:

Premiummm Ltd

Email: premiummmmschool@gmail.com

You also have the right to lodge a complaint with the Information Commissioner’s Office (ICO):

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