**GDPR Privacy Policy**

**Effective Date:** August 2025  
**Business Name:** Dyslexia West Midlands  
**Business Type:** Educational and Assessment Services  
**Contact:** info@dyslexiawestmidlands.com 07738554921

**1. Introduction**

Dyslexia West Midlands is committed to protecting the personal data of all individuals we work with, including children, young people, adults, and parents or carers. This policy outlines how we collect, use, and store personal information in line with the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018.

**2. What Personal Data We Collect**

We may collect and process the following types of data:

* **Contact details**: Name, address, email, phone number
* **Demographic information**: Date of birth, gender
* **Educational data**: School reports, teacher observations, assessment results
* **Health data** : Diagnoses (e.g. dyslexia, ADHD), mental health disclosures, GP/health professional letters
* **Assessment data**: Psychometric test results, progress tracking, intervention records
* **Consent and communication preferences**

**3. Why We Collect Personal Data**

We collect data to:

* Assess and support individuals with dyslexia and other learning differences
* Provide tailored advice, reports, tuition, or intervention
* Monitor progress and outcomes
* Communicate with families, schools, and relevant professionals (with consent)
* Comply with legal and safeguarding obligations

**4. Legal Basis for Processing**

We rely on one or more of the following legal bases:

* **Consent** (for marketing, optional data collection)
* **Contract** (to provide services requested)
* **Legal obligation** (e.g. safeguarding or financial record-keeping)
* **Vital interests** (in case of an emergency)
* **Legitimate interests** (to provide and improve our services)
* **Public interest** (where assessments are required for statutory education support)

**5. Working with Children and Young People**

Special care is taken when handling children’s data:

* **Parental consent** is obtained for all clients under 13
* Young people aged 13+ may give consent themselves if deemed competent
* Assessment and support records are stored securely and only shared on a need-to-know basis
* We adhere to child protection and safeguarding standards at all times

**6. How We Store and Secure Data**

* Electronic records are stored on encrypted devices or secure cloud platforms (e.g. password-protected files)
* Paper records are kept in locked filing cabinets
* Only authorised staff and contractors can access personal data
* Data is retained for **1 year** after the last contact

**7. Sharing Personal Data**

We may share data with:

* Parents/carers and educators (with consent)
* Health or educational professionals (with consent)
* Legal authorities or safeguarding bodies (when required)

We **never sell** or share data for marketing purposes.

**8. Your Rights Under GDPR**

Individuals (or parents of minors) have the right to:

* Access their personal data
* Request correction or deletion
* Object to processing
* Request data portability
* Withdraw consent at any time (where consent was the legal basis)
* Lodge a complaint with the **Information Commissioner’s Office (ICO)**

**9. How to Contact Us**

If you have any concerns or wish to exercise your rights, please contact:  
**Dyslexia West Midlands**  
Email: info@dyslexiawestmidlands.com  
Phone: 07738554921

**10. Policy Updates**

We review this policy regularly and will update it when necessary. The most recent version will always be available on our website or by request.