



## Hygiene Sue – Privacy Policy 2024/2025

### General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) is a new EU regulation which came into force on 25th May 2018. Building on the 1995 EU Data Protection Directive (DPD), which it will replace, the GDPR aims to improve protection of EU citizens' personal data. This will be done by increasing the rights of data subjects, raising the obligations of businesses who collate and process personal data, and putting into place tougher penalties for anyone found to be breaking these new laws.

#### Data protection principles

The previous law (the 1995 EU Data Protection Directive) set out the eight data protection principles which organisations have been using to govern how they collect, use and store personal data for more than two decades. The new legislation (GDPR) expands these existing principles. The principles are:

1. Obtain and process the personal data fairly
2. Keep it only for one or more specified and lawful purposes
3. Process it only in ways compatible with the purposes for which it was given to you initially
4. Keep it safe and secure
5. Keep it accurate and up-to-date
6. Ensure that it is adequate, relevant and not excessive
7. Retain it no longer than is necessary for the specified purpose or purposes
8. Give a copy of their personal data to any individual on request

Hygiene Sue keeps all details for people on apprenticeships for 7 years. After which all details are shredded on our secure onsite shredding.

Any other courses are kept for 3 years only and then destroyed by shredding.

In compliance with GDPR we only contact people who have agreed to marketing emails. As and when people opt out of these emails all information is destroyed.



### What has changed?

An EU directive (like the previous law) sets out a goal that all EU countries must achieve, but the EU leaves it up to individual countries to devise their own laws to help them meet the stated goal. By contrast, an EU regulation – like the GDPR – is a binding law which applies to all EU member states in its entirety.

There have also been a number of changes made to the existing law under the GDPR. The most important changes to the EU law on data protection that the new GDPR will make for individuals' rights are listed below:

- Consent
- New rights
- Access requests

At Hygiene Sue, we strive to deliver a fantastic learning experience, earning the trust of hundreds of students and businesses nationally. We will continue to make additional required operational changes resulting from the new legislation, and will keep our customers, students, partners and regulatory authorities informed throughout this process.

Sue Richardson  
Director

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