



EAST COAST GUARDIANS

PRIVACY POLICY

Policy Owner: Designated Safeguarding Lead

Approved By: Directors

Current Version: January 2026

Review Date: January 2027

Next Scheduled Review: January 2027

East Coast Guardians (ECG)

1. Introduction

East Coast Guardians (ECG) respects your privacy and is committed to protecting your personal data.

This Privacy Policy explains:

- How we collect and use personal data
- Your privacy rights
- How the law protects you
- How to contact us about your data

This policy applies when you:

- Visit our website
- Enquire about our services
- Register your details or your child's details
- Purchase services from us

ECG acts as the **Data Controller** for your personal data.

Contact:

Email: info@eastcoastguardians.co.uk





2. Summary of How We Use Your Personal Data

We process your personal data where:

- It is necessary to perform a contract with you
- It is necessary for our legitimate interests
- We must comply with a legal obligation
- You have given consent

Where we rely on consent (e.g. marketing), you may withdraw it at any time.

3. What Personal Data We Collect

We may collect and process:

Identity Data

- Parent/guardian name
- Student name
- Nationality
- Gender
- Date of birth

Contact Data

- Home address
- Email address
- Telephone number

Educational & Placement Data

- School details
- Academic progress
- Interests
- Guardianship arrangements

Health & Safeguarding Data (Special Category Data)

- Relevant medical information





- Emergency contacts
- Safeguarding information where required

Financial Data

- Payment details
- Transaction records

Technical Data

- IP address
- Browser type
- Device information
- Website usage data

Marketing & Communications Data

- Marketing preferences
- Communications with us

4. How We Use Your Information

A. To Fulfil a Contract

- Verifying identity
- Arranging guardianship services
- Processing payments
- Communicating with you
- Providing customer support

B. For Legitimate Interests

- Improving our website and services
- Preventing fraud
- Investigating complaints
- Regulatory compliance
- Defending legal claims





- Market research

We conduct balancing tests where processing is based on legitimate interests.

C. Legal Obligations

- DBS checks for host families and relevant individuals
- Safeguarding reporting
- Immigration compliance (where relevant)
- Responding to lawful authority requests

D. With Your Consent

- Direct marketing communications
- Certain cookie placements
- Optional promotional activities

You may opt out of marketing at any time.

5. Sharing Your Personal Data

We may share personal data with:

- Host families (for placement purposes)
- Schools
- Insurance providers
- DBS checking services
- Website hosting and IT providers
- Professional advisers
- Regulatory or law enforcement authorities

We do **not** sell personal data.

Where third-party processors are used, data processing agreements are in place.

If ECG is sold or merged, personal data may be transferred to the new owners under appropriate safeguards.





6. International Transfers

Where personal data is transferred outside the UK (e.g. to overseas parents or agents), we ensure appropriate safeguards are in place in accordance with UK GDPR.

7. Data Security

We implement appropriate technical and organisational measures to protect personal data, including:

- Encrypted and password-protected systems
- Restricted staff access
- Secure storage of physical records
- Staff confidentiality obligations

While we take appropriate measures, transmission of information over the internet cannot be guaranteed as completely secure.

8. Cookies

Our website uses cookies in accordance with PECR.

Cookies help us:

- Analyse website traffic
- Improve website functionality
- Enhance user experience

You can manage cookie preferences via your browser settings. Refusing cookies may limit website functionality.

A separate Cookie Policy may provide further detail.

9. Data Retention

We retain personal data only for as long as necessary:

- For the duration of guardianship services
 - To meet legal, safeguarding and accounting obligations
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- To resolve disputes
- To comply with regulatory requirements

Retention periods are set out in our Data Protection Policy.

10. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure (in certain circumstances)
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent

You have an absolute right to object to direct marketing.

To exercise your rights, email: info@eastcoastguardians.co.uk

We will respond within one calendar month.

11. Complaints

If you are unhappy with how we process your personal data, please contact us first.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's data protection regulator.

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

12. Children's Data

We recognise that much of the data we process relates to children. We apply enhanced safeguarding and confidentiality standards when processing children's personal data.

Where appropriate, parental authority will be verified before processing children's information.





13. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

