



## Privacy Policy

*This Privacy Policy explains how UK Bound LTD interact with the Client and how we collect, use, disclose, and protect your information when using our services. By using our services, you consent to the data practices described in our Terms & Conditions and this policy. We endeavour to only collect information required for expected representation and design our forms to align with these aims while intentionally making our forms as basic as possible with as few required fields as possible.*

### 1. Information

1.1. Information we Collect: Our service integrates with a variety of software needed to support applications to UK Higher Education institutes. In order to provide representation and support to our Client, we may collect the following information:

- a) Basic personal information: We request you provide personal information upon registration. This will include but is not limited to name, gender, date of birth, nationality, contact details.
- b) Technical information: This will include but is not limited to passport information and academic history.
- c) Communication Data: We may collect information related to communications you have with us through WeChat, DingTalk, e-mail or other communication software, such as messages, inquiries, and feedback including social media ID for registered clients.
- d) Educational content: During live lessons, workshops and one-on-one tutorials we may record sessions.

1.2. How We Use Your Information:

- a) Provide and Improve Services: We use your information to deliver our services, enhance your user experience, and improve the quality of our offerings. For example, we will only collect passport information for clients who we are representing when making a visa application or for use in a UK university application. Recorded online sessions will be used for recapping and training new staff.
- b) Communication: We may use your information to respond to your inquiries, provide support, and communicate important updates. We will only store our client's Social Media IDs to maintain correspondence.
- c) Analytics: We may analyse usage patterns to understand how our services are used, identify trends, and optimise our offerings but this information is first de-personalised and cannot be used to specify individuals.

1.3. Data Sharing with WeChat: In order to provide our services, we may share limited user data with WeChat, including your basic profile information, unique user ID or interactions related to our services. This sharing is strictly necessary for the proper functioning of our service and is in compliance with WeChat's terms and policies.

1.4. Data Security: We take data security seriously. While we may share some data with WeChat or lawful bodies, we ensure that the information shared is minimal and relevant to lawful and compliance regulations related to our service. We implement industry-standard measures to protect your information from unauthorised access, disclosure, alteration, or destruction. We do not share our client's information with third-party advertising bodies.

1.5. Consent and Control: By using our service, you agree to our data practices, including interactions through WeChat and DingTalk. You have the right to review and understand how your data is used. You can also manage your data sharing preferences within your WeChat and DingTalk account settings. You also have the right to

request all our correspondence and personal information about you via e-mail. We may require verification of identity for such requests and aim to provide this information within 5 working days.

1.6. Changes to this Privacy Policy: We may update this Privacy Policy to reflect changes in our data practices or legal requirements. Any changes will be communicated to you.

## **2. Confidentiality**

2.1. UK Bound LTD acknowledge that during the course of providing university application assistance, we may share our Client's sensitive and personal information, including academic records, test scores, and other application-related materials. The Client agrees to disclose and confirm this information. Any use of this information will be limited to the fundamental operations within our services needed to ensure success of the Client's application. UK Bound LTD are happy to remove specific information from an application on request.

2.2. UK Bound LTD agree to maintain the confidentiality of all personal information and documents provided by the Client in connection with services provided.

2.3. UK Bound LTD agree to ensure Client data is securely stored following current UK General Data Protection Regulations (GDPR) and remains confidential.

2.4. The Client's information will not be disclosed to third parties without the Client's explicit consent, unless required by Chinese or UK law, or solely in pursuit of the Client's application – for example, when applying to a UK university on behalf of a Client.

2.5. The Client agrees to maintain the confidentiality of any information received from UK Bound LTD, including but not limited to strategies, advice, and materials provided in our services to the Client.

## **3. Non-Disclosure of Information**

3.1. The Client shall not disclose, publish, or share any information received from UK Bound LTD with any third party without prior written consent from us or where required by law.

3.2. The Client shall not use any information received from UK Bound LTD for commercial or competitive purposes or to engage in any activity that could harm UK Bound LTD's business interests.

3.3. The Client shall ensure that any individuals who have access to the information received from UK Bound LTD are made aware of and bound by the confidentiality obligations stated in this policy and our Terms & Conditions.

## **4. Cookies**

4.1 Our website uses cookies to enhance your browsing experience, analyze website traffic, and support essential functions of the site. A cookie is a small text file placed on your device to help us improve your interaction with the website. Below, we describe the types of cookies we use and how you can manage them.

### Types of Cookies We Use

#### a) Necessary Cookies

These cookies are crucial for the proper functioning of our website. They enable core functionalities such as security, network management, and accessibility. These cookies do not collect any personal data and cannot be disabled. wpEmojiSettingsSupports: Ensures WordPress emoji functionality across the site.

cookieyes-consent: Stores the user's consent status regarding cookies, enabling compliance with GDPR regulations.

b) Analytics Cookies. We use Google Analytics cookies to help us understand how visitors interact with the website. These cookies collect information anonymously, such as the number of visitors, the pages they visit, and the traffic source. This helps us improve our website's performance and content.

\_ga: Used by Google Analytics to distinguish users.

\_ga\_\*: A variation of the \_ga cookie used to persist session state.

These cookies are only set after you provide consent through our cookie banner. If you do not give consent, these cookies will remain blocked.

4.2 Managing Cookies. You can manage your cookie preferences at any time through the cookie consent banner, which appears when you first visit our site. This allows you to accept or reject non-essential cookies such as analytics cookies.

Additionally, you can adjust your browser settings to block or delete cookies. Please note that disabling necessary cookies may affect the functionality of our website. If you wish to prevent Google Analytics from collecting data on any site, you can install the Google Analytics Opt-out Browser Add-on.

For more information about how we use cookies or to adjust your preferences, you can revisit the cookie settings using the consent banner, or contact us for further assistance.