



**DRIVE WITH ESTHER**

## GDPR Privacy Notice

This privacy notice has been produced to help you understand why Drive With Esther is required to obtain/store your personal information, how it will be used, who it might be shared with and how long it might be kept. The notice will also remind you of the rights you have under the General Data Protection Regulations (GDPR).

Below is a list of personal data that I (Esther Eatwell) may need to collect personal information and how that might be used:

1. Written and secure digital/and or paper records of all payments made, lesson appointments booked and lessons delivered for the purpose of maintaining accurate accounting records as is legally required for six years. At this point the account records and any supporting personal information will be disposed of in a secure manner. This information will be held in my paper based/digital student record system.

2. I will require your name, address, telephone number, email address, date of birth, provisional licence details and contact details of your parents/guardian (if under the age of 18). Details will also be requested of your emergency contact person.

These details will be held on my paper based/digital student record system and will be used for the following reasons:

Booking or changing the date of a theory or practical test on your behalf.

Contacting you and providing you with promotional offers in relation to the Drive with Esther business.

Maintaining accurate accounts records as legally required of me for six years.

Contacting your named emergency contact in the event of an incident and if necessary, passing these details on to the emergency services.

3. I will also hold records of your learning progress in a paper based/digital student record system. This is to know where you are in your training programme at any time and to inform learning plans and goals.

4. I will hold records of test passes and failures on a paper based/digital system noting the driving faults occurred on your test report to monitor my own personal performance in this regard.

5. With your consent, upon passing the driving test, I would like to take a photograph of you and will request a written review for the purpose of promoting my business as a driving school. These will be shared on social media and the Drive With Esther website. Please note that Drive with Esther cannot prevent the sharing or copying of such images on social media however at your request I will quickly delete any posts on platforms under my control.

6. I have a dash cam fitted at the front and rear of my vehicle. They are set to record visuals outside of the car and audio inside of the car. Any footage is normally used to aid learning as part of the driving lesson or to support any insurance claim as part of an incident. Should I need to use it for any other purpose I would seek your written permission beforehand. The audio recording can be muted on your request.

Once you are no longer my customer I will delete any video footage within 30 days unless I have your written permission to use it beyond this date for the stated purposes we might then agree. I may keep footage for as long as may be required by my insurance company in support of any insurance claim.

7. If you have any concerns or questions about how your data is being held or used please discuss this with me in the first instance and I will do my best to clarify and explain. If you want to make a complaint about the way Drive With Esther has processed/used your personal data you can contact the Information Commissioner's Office (ICO) by visiting [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns)

1<sup>st</sup> June 2024

Customer:

Instructor:

Date: