



**ABMA EDUCATION  
EXTERNAL PRIVACY  
NOTICE  
EPN/POL/010**



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# ABMA Education Data and Privacy Notice

## Introduction

ABMA Education (hereafter “ABMA”, “we”, “us”) (registered company number 3751875) is committed to your personal information and respecting your privacy. This Notice applies when you use our services, communicate with us, or visit our website ([www.abma.uk.com](http://www.abma.uk.com)). It explains how we collect, use, store, and protect your data, and outlines your rights under UK data protection law.

## Review arrangements

We will review this policy annually as part of our self-evaluation arrangements and revise it as and when necessary, in response to customer and learner feedback or changes in regulation and/or legislation.

## 1. What information we collect

We may collect personal data including, but not limited to:

- Identity data: name, date of birth, identification numbers (e.g. candidate ID)
- Contact data: address, telephone, email
- Academic/qualification data: exam records, results, certificates
- Financial data: payment card information, bank account details
- Technical and usage data: IP address, browser type/version, device identifiers, operating system, log files, cookies, analytics, pages visited, referral URLs
- Special category data: health and disability information (for reasonable adjustments), ethnicity, or other sensitive information where necessary

## 2. How we collect your information

We collect your personal information in several ways:

- When you provide it directly via forms, applications, or communications with us
- Automatically through website interactions using cookies and analytics tools
- From third parties, such as learning centres, regulatory bodies, or service partners
- By combining data from different sources to improve service delivery and ensure accuracy

## 3. How we use your information

We use your personal data for the following purposes:

- Registering and administering qualifications, assessments, and certifications
- Communicating with you (notifications, alerts, results)
- Monitoring performance, quality assurance, and audits
- Handling complaints, appeals, and investigations
- Marketing and promotional communications (where you have opted in)
- Producing anonymised statistical and analytical reports to improve our services
- Complying with legal and regulatory obligations

Use of AI or automated systems:

We may use AI or algorithmic tools to assist in data processing, trend analysis, fraud detection, or administrative workflows. These systems are never used to make decisions with legal or similarly significant effects on you without human review and oversight.

## 4. Lawful bases for processing

We rely on one or more of the following legal bases for processing your personal information:

- Consent (where you have given explicit permission)
- Performance of a contract (e.g. to provide you with our services)
- Legal obligation (e.g. to comply with regulatory requirements)
- Legitimate interests (e.g. improving services, ensuring security, preventing fraud), provided your rights are not overridden

## 5. How we share your data

We do not sell your personal data. However, we may share it with:

- Education centres, examiners, and awarding bodies
- Regulators and government agencies (e.g. Ofqual, SQA, CCEA Regulation)
- IT, cloud, analytics, or AI service providers operating under strict confidentiality agreements
- Professional advisors (such as auditors or legal representatives)
- Third parties when required by law, court order, or government request

If we transfer data outside the UK or EEA, we ensure equivalent levels of protection through adequacy decisions or standard contractual clauses.

## 6. Security and retention

We use industry-standard technical and organisational measures to safeguard your information, including encryption, access controls, and secure storage systems. Any AI or

automated systems we use are subject to data protection impact assessments, bias testing, and regular oversight.

Personal data is retained for a minimum of six years or as long as necessary to fulfil legitimate purposes or legal obligations. After this period, data is securely deleted or anonymised.

While we take all reasonable steps to protect your data, please note that the transmission of information over the internet is not completely secure, and we cannot guarantee absolute protection.

## 7. Your rights

Under data protection law, you have the right to:

- Access your personal data and obtain a copy of it
- Request correction or updating of inaccurate or incomplete information
- Request deletion or erasure of your data (subject to legal obligations)
- Restrict or object to processing of your data
- Withdraw consent at any time (where processing is based on consent)
- Request data portability where applicable
- Obtain information about automated processing and request human review of any decisions made solely through automated means

To exercise any of these rights, please contact us at [info@abma.uk.com](mailto:info@abma.uk.com). We will respond within statutory timelines.

## 8. Cookies and tracking

We use cookies and tracking technologies to collect technical information such as your IP address, browser type, and usage patterns. Cookies help us improve our website and provide a more personalised experience. You can control or disable cookies in your browser settings; however, doing so may limit site functionality. For more information, please refer to our Cookie Notice at [www.abma.uk.com\cookie](http://www.abma.uk.com\cookie).

## 9. Children and minors

If you are under 18, please review this notice with a parent or guardian. Where applicable, we will seek parental consent before processing a child's personal data. We take additional precautions to ensure that children's information is handled safely and lawfully.

## 10. External links

Our website may contain links to external sites that are not operated by ABMA. We are not responsible for the content or privacy practices of these sites. We encourage you to review the privacy notices of any external websites you visit.

## 11. Updates to this Notice

We may update this Notice from time to time. We will notify you of significant changes by contacting you directly where reasonably possible for us to do so and by placing an update notice on our website.

## Contact us

If you have questions or concerns about this Notice or how we process your data, please contact us:.

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