

## **LMP Group**

### **Website Privacy notice**

*Updated – December 2025*

*Review date – December 2026*

This policy relates to Let Me Play Ltd, Inspire ATA Ltd and LMP Action C.I.C, known as “LMP Group” or “the company”. The policy applies to all three companies and is the standard by which we adhere to.

### **Introduction**

The LMP Group provides educational programmes, training and professional development courses for individuals, schools and employer/client partners.

This privacy notice applies to you if you work with, have expressed interest in or have received communication from LMP Group (the Company) or its group companies (LMP Education, LMP Action and Inspire ATA Ltd.)

This privacy notice explains how we use any personal data we collect about you, the choices you have about what marketing you want us to send you, and your privacy rights and how the law protects you.

This website is not intended for children and we do not knowingly collect data relating to children.

### **What information do we collect**

We may collect and process data that you provide to us about you, for example through filling out forms, in person, by post, via sending of emails, via social media channels and other information that we automatically collect from you.

This includes providing personal data to us when you: –

- Express interest in our services
- Provide goods and services to us
- Create an account
- Submit information via our website or official channels
- Request marketing to be sent to you
- Provide feedback or comments on our services
- Subscribe to our newsflashes and updates

We will also collect, maintain and update personal data in order to: –

- Provide communication about products and services which may be of interest to you
- Deliver the services that have been agreed
- Manage the ongoing relationship

We collect the following personal data: –

- Your name
- Contact details (such as email address, phone number)
- Employer details
- Job title
- Communication preferences
- Your interactions with us such as questions, queries or feedback. Also see the section below titled “Interacting with our website”

We encourage users to provide company contact details when engaging with us. This will help us limit the personal data held on our systems.

## **Marketing**

We may contact you to ask your opinion, offer insight and research into the education sector and tell you about policy, funding and programmes we think are relevant to you. This is what we mean when we talk about ‘marketing’.

The personal information we have for you is made up of what you tell us, data we collect when you use our services, or from third parties, we work with. We use this information to decide what may be relevant and of interest to you.

We can only use your personal information to send you marketing messages if we have either your consent or a ‘legitimate interest’. That is when we have a business or commercial reason to use your information. It must not unfairly go against what is right and best for you.

Whatever you choose, you'll still receive information relating to your existing programmes and services.

We may ask you to confirm or update your choices if you start any new programmes or use our services in future. We will also ask you to do this if there are changes in the law, regulation, or the structure of our business.

If you change your mind you can update your choices at any time by contacting us.

From time to time, LMP Group will provide marketing communications to you in various forms. Communication may come from LMP Group or through its parent company, the Supporting Education Group (“SEG”) including communications from other companies within SEG. This is in order to provide you with a personalised and targeted service but we also wish for you to have the choice in what communications you receive from us.

We follow laws and guidelines when sending marketing communications including: -

- Sending marketing communications to a work email address where possible
- When communicating with a non-work email address, we will ensure that we do so either under the soft opt in principles or with the user’s explicit consent to carry out marketing.
- In all instances to provide users with an ability to opt out of marketing. The user can opt out of communications from particular companies within SEG.
- When using third party companies to assist with marketing we ensure data collection and use is done in accordance with data protection laws
- We never provide your details to third party companies outside of SEG.
- Such marketing activities may include sending promotional and commercial communications regarding services offered by Thrive and/or SEG. This may include co-marketing or joint sale opportunities, including promotional events, training and webinars.

In some cases, personal data that you provide us is done via group company platforms. This data may be shared and combined with personal data collected throughout your relationship with LMP Group. Where this is done, it will be communicated to you and, where necessary, obtain your consent before doing so.

### **Linking to other websites**

The Company’s website may contain links to other external websites. Please be aware that the Company is not responsible for the privacy practices of such other sites. When you leave our site(s) we encourage you to read the privacy statements of each website that collects personal data. This privacy statement applies solely to information collected by the Company’s website(s).

### **Security and virus protection**

No data transmission over the internet can be guaranteed as totally secure. While we strive to protect such information, we do not warrant and cannot ensure the security of any personal information which is transferred from you or to you via email/ the Internet. Accordingly, such transmission is at your own risk. We will not be liable for any damages or loss arising out of or resulting from any unauthorised access to, alteration to or modification of information contained on this website.

The Company takes every precaution to protect our users' information. Security measures include, but are not limited to, the use of firewalls and endpoint protection, browser certification technology, encryption, limited access principle, malware protection, and use of artificial intelligent based ransomware and exploit protection.

Only employees who need the information to perform a specific action are granted access to your information.

If you share a device with others we recommend that you do not select the remember my details function when that option is offered.

If you have any questions about the security of our website, you can email [marketing@lmp-group.co.uk](mailto:marketing@lmp-group.co.uk).

### **Interacting with our website**

As you interact with us, we may automatically collect data about those interactions.

The information we collect includes some or all of the following: –

- Technical information
- Internet Protocol (IP) address and details of which type of web browser you used.
- Information about your visit to the Company and group company websites. This includes interaction with those websites such as:
  - The pages you visited, when (date and time) you visited them and how long you visited them for
  - The website address from which you accessed this site
  - The website address from which you exited this site
  - Queries via the site's search engine
  - Internet browser and devices used

We collect information on how you use the site, through cookies.

This will be processed for a number of reasons, most specifically to obtain analytics data to measure performance of our website and services. This will help us understand, improve and optimise our delivery to enhance your experience.

We also use cookies to enhance user experience. For further information about the cookies we use, please see our cookie policy.

### **Our lawful basis for collecting your information**

The Company will process personal data in accordance with the data protection laws in place (as amended from time to time). Most commonly we will use data in one of the following ways: –

- With your express consent to use the data
- Where we need to perform the contract (or take steps to enter into the contract) we have with you, including delivering the services provided under that contract
- Where we need to comply with a legal obligation
- Where we need to perform a task in the public interest
- Where it is in the Company's legitimate interests and those interests are not overridden by the fundamental rights of the individual

### **Where your data is stored?**

Your data is processed on systems held and managed by the Company. This is done with the assistance of third party providers, namely: –

- Nu Image who host the Company website
- Hubspot where we maintain contact details and preferences for Company interactions

In both instances data is held on secure servers within the EU.

### **How long do we keep your information?**

We will only keep data you supply to us for as long as is necessary to: –

- respond to your query, comment or question
- provide the service agreed with you
- provide marketing and company updates in line with preferences

We will retain automatically collected data in accordance with the cookies policy.

The only exceptions to this would be when:

- the law requires us to keep your personal data for longer
- you exercise your right to have the information erased (where it applies) and we do not need to hold it in connection with any of the reasons permitted or required under the law

### **Who do we share your information with?**

We may share your data with group companies in order to best resolve your query, to respond to your request or comments and/or to provide you with information about services we feel are relevant to you. We will never share information other than for the purpose for which it was provided to us (contacting us with or for information).

### **Sale of Business**

If the Company's business is sold or integrated with another business your details may be disclosed to our advisers and any prospective purchasers and their advisers and will be passed on to the new owners of the business.

## **Your Rights**

You have the right to:

- Request access to your personal data. This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request the erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
  - If you want us to establish the data's accuracy.
  - Where our use of the data is unlawful but you do not want us to erase it.
  - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
  - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which

you initially provided consent for us to use or where we used the information to perform a contract with you.

- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

### **Contacting us**

If you have any specific data protection queries or concerns, including exercising any of your rights listed above, you can address contact the Data Protection Officer at [dataservices@judicium.com](mailto:dataservices@judicium.com)

### **How can you make a complaint about how your data is processed?**

If you are dissatisfied with any aspect of how LMP Group processes your personal data, you should contact our Data Protection Officer in the first instance who can be emailed on [dataservices@judicium.com](mailto:dataservices@judicium.com)

If you remain dissatisfied, you can lodge a complaint with the Information Commissioner's Office, the data protection regulator in the UK.

Information Commissioner's Office

Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Tel: 0303 123 1113  
Email: [icocasework@ico.org.uk](mailto:icocasework@ico.org.uk)

### **Changes to this privacy policy**

Future changes to this website's Privacy Policy will be published on this page and, where appropriate, sent to you by email notification. Please check back frequently to read any updates or changes to this Privacy Policy.

**Data Controller: LMP Group, 98 Theobalds Road, Holborn, London, WC1X 8WB, Data Protection Officer: Matthew Lord, LMP Director** [dataservices@judicium.com](mailto:dataservices@judicium.com)

Further information on the Group's commitment to complying with our data protection obligations, individuals' rights and obligations in relation to the processing of personal data whilst working for or



on behalf of the Group, and the basis on which we will process any personal data we collect or that is provided to us, can be found in the Group's Data Protection Policy.