

# Privacy Policy

Data Controller

## AML Skills Limited (AML)

Trading address: Commerce House, Campbeltown Road, Wirral, Merseyside CH41 9HP (UK)

## AML Skills Ltd Data Protection Designated Person

David Landrum - Trading address: Commerce House, Campbeltown Road, Wirral, Merseyside CH41 9HP (UK)

## Legal Basis

AML offers a range of first aid, safety & security training services to customers operating in various sectors throughout the UK and Ireland. As such, AML has a legitimate business interest in capturing, processing and retaining data from customers who have requested training services from the company for a mutually beneficial purpose.

AML undertakes to capture, process and retain all data obtained from individuals and businesses in line with the requirements of all applicable Data Protection Laws, including the UK Data Protection Act (DPA), Privacy and Electronic Communications Regulation (PECR), General Data Protection Regulation (GDPR) requirements and EU Data Protection Directive 95/46/EC (when managing EU business and personal data).

## Data Transfers

AML will carry out all necessary due diligence to ensure that all data transfers to third parties/partners are carried out securely and that all necessary safeguards are in place to ensure data security. AML will also ensure that third parties/partners are fully aware of their responsibilities to ensure compliance with GDPR requirements

AML will not transfer personal data to any other company or organisation without your prior consent, with the exception of:

- Awarding Organisations through which AML are approved for the purposes of awarding qualifications, issuing certificates and supporting quality assurance and investigation activity
- Her Majesty's Revenue and Customs (HMRC) requests for financial data.
- Our impartial customer reviews partner, Reviews.IO
- Our chat platform, Tidio connecting website users to our customer support team. All messages and data submitted is stored within the Tidio application. Data is submitted by and with the consent of the user and is solely used for the purposes of customer service. If you wish for your conversation history to be deleted then please contact AML.

### Head Office

AML Skills Ltd  
Commerce House  
Commerce Park  
Wirral  
Merseyside  
CH41 9HP

### Contact Details

t: 0151 257 5138

e: [info@amlskills.com](mailto:info@amlskills.com)

w: [www.amlskills.com](http://www.amlskills.com)



life support | safety | security | training

## Data Subjects

AML will capture / process and retain data from the following categories of Data Subjects:

### Customers (based in the UK and EEA)

AML will initially capture, process and retain customer (business and individual Learner) data obtained through telephone, e-mail or online communication when a customer requests course information, a quote for training services or wishes to make a course booking. This data will be used for the purposes of

- Creating a customer profile on our data system.
- Automatically sending e-mails to customers regarding quotes, bookings and requalification reminders.
- Processing customer bookings.
- Creating and issuing customer invoices.
- Collecting payments.
- Monitoring order and customer account statuses.
- Debt chasing
- Marketing activity (data provided such as company location, work sector and previous booking records may be profiled by AML to produce tailored marketing messages and limited customer data will be used when these messages are sent through our secure e-mail management system)
- Staff training, internal auditing, dealing with complaints (including carrying out investigations) and customer queries (all inbound and outbound customer calls are recorded for these purposes)
- Providing customer reviews and feedback to our impartial customer reviews partner

### Learners

AML will capture Learner assessment data from assessments carried out during and after training courses have taken place. This assessment data will be transferred to the relevant Awarding Organisations for the purposes of awarding qualifications and issuing certificates to Learners, carrying out quality assurance activity or investigation activity and responding to requests for information from the Qualification Regulators (Ofqual, Qualifications Wales, Council for the Curriculum, Examinations and Assessment). AML will also receive data through Learner feedback forms submitted after course completion. The data on their perception of the standard of any course delivered will be used for internal review and quality assurance purposes. This feedback will also be shared with our impartial customer reviews partner Reviews.IO.

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AML will also receive appeals from Learners who want to challenge assessment decisions that have been made by the Trainers/Assessors who assessed their work during training. The data provided will be used for the purposes of

- Acknowledging receipt of the appeal
- Reviewing the assessment decisions made by the Trainer/Assessor
- Making decisions based on the review carried out
- Informing the appellant of the outcome of the appeal
- Revising assessment outcomes and informing the relevant parties

### Complaints

AML are committed to providing an excellent education and high quality services to our learners, from the start until the end of your course. We value complaints and use information learnt from them to help us improve the learner experience. If something goes wrong or you are dissatisfied with what we are providing, please tell us. You should feel free to raise matters of concern without risk of disadvantage. You can contact the Director direct on [dl@amlskills.com](mailto:dl@amlskills.com) or call us on 0151 257 5138. Please also see our Complaints Procedure Policy.

### Cookies

Visitors to the AML website should be aware that information and data may be automatically collected by our website through the use of "cookies." These are small text files that a website can use to recognise repeat visitors and facilitate the visitor's ongoing access to, and use of, the site. They allow us to monitor usage behaviour and compile aggregate data that will help us to make improvements to our website.

Cookies are not programs that will enter a visitor's computer system and damage files. Generally, cookies work by assigning a unique number to the visitor that has no meaning outside the assigning site. If a visitor does not want information collected through the use of cookies, there is a simple procedure in most browsers that allows the visitor to deny or accept the cookie feature. However, please note that you may lose some features and we also use cookies to measure the effectiveness of our marketing campaigns on websites such as Google, Facebook, LinkedIn and Twitter.

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