

DATA PROTECTION AND COPYRIGHT LEGALITY POLICY

Data protection legality

Bfluent School of English respects an individual's right to privacy and will only process personal information provided to us in accordance with the Data Protection Act 1998, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and other applicable data protection and privacy laws.

In general terms, data about people (including staff, students, clients, customers, parents, agents and associates) is confidential and must be treated accordingly, it must be kept secure, and must be appropriate for the intended purpose.

Publishing information on public information systems

By publishing information on public information systems we mean the submission of electronic content to web sites, forums, blogs, and social networking sites.

BFluent School of English or its agent may wish to use the student's photographs, videos, artwork or other works, as well as recorded or written testimonials and details of the student's achievements, in its promotional materials and it is a condition of enrolment that students (and, where applicable, their parent or guardian) agree to the above mentioned items being used for marketing purposes unless they specifically state otherwise.

If a student / parent / guardian does not wish their photo / video / artwork / testimonial to be used they should let the school know at any time. Moreover, as a courtesy the school will ask students if we can use their picture beforehand in case there are any objections.

Promotional materials (including printed and online) can be used for marketing purposes worldwide.

Software legality

Installation and use of software, including apps, must comply with legal, contractual and licensing agreements.

Copyright legality

Copyright of all printed or digital media including books, documents, images, video, animation, sound, software must be respected as copyright infringement is against the law. The legal framework is laid out in the Copyright, Designs and Patents Act 1988.

Changes have been made to UK copyright law in 2014 in order to help teachers to deliver modern multi-media teaching without risk of copyright infringement. These changes allow copying of works in any medium as long as the following conditions apply:

- The work must be used solely to illustrate a point.

- The use of the work must not be for commercial purposes.
- The use must be fair dealing.
- It must be accompanied by a sufficient acknowledgement.

In general terms, small amounts of copyrighted materials can be used in quotations and teaching resources provided that the source is stated and as long as the use is considered fair and reasonable. In other cases it may be necessary to obtain permission from the author for use of their material.

Contrary to popular belief, Web pages are not automatically in the public domain and material displayed on the Internet may be subject to the same usage restrictions as printed material. Unless it is absolutely clear that the author of materials displayed on the Internet has given permission to use their work, it should not be copied. Where an author provides permission for taking copies for personal use, their restrictions on usage must be followed.