
Privacy Policy

1 Introduction

- Hesheli Education Consulting Ltd (Hesheli-Edu, we and us) is committed to protecting and respecting your privacy.
- This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.
- For the purpose of the Data Protection Act 1998, the data controller is Hesheli-Edu.

2 Information we may collect from you

We may collect and process the following data about you:

- information that you provide by filling in forms on www.hesheli-edu.com (the 'Site'), including, but not limited to, information provided at the time of requesting a brochure, subscribing to any service and posting material;
- information from surveys that we may use from time to time for research purposes, if you choose to respond to them;
- communications you send to us, for example to report a problem with or submit a comment regarding the Site;

3 How we process and store your information

- The data that we collect from you is processed by staff who work for Hesheli-Edu or one of its subsidiary offices with whom we are affiliated or for one of our service providers. Such staff may be engaged in, among other things, the fulfilment of your information requests and the provision of support services.
- All information you provide to us is stored on our secure servers. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access. Remember to close your browser when you have finished your user session. This will help to ensure that others do not access your personal information if you share your computer or use a computer in a public places such as a library or internet café.

4 Uses made of your information

We use information held about you in the following ways:

- to provide you with information that you request from us or which we feel may interest you, where you have indicated that you wish to be contacted for such purposes by post, email or telephone;
- to notify you about changes to our services or new services have been launched;
- If you do not want us to use your data for the purposes of direct marketing of our services surrounding education, please tell us, then we shall stop sending such information to you.

5 Protecting students' identities

- It is our policy to protect the identity of students on the Site and/or brochure.
- We may, from time to time, wish to publish pupils' names in articles on the Site and/or brochure, and we may also wish to publish photographs containing their images on the Site and/or brochure. We will not include the full name (which means first name and surname) of any child together with her image, without good reason and without the appropriate consent. We operate an 'opt in' policy for each parent, where they are happy to do so, to give their consent to having their child's image appear on the Site and/or brochure.

6 Disclosure of your information

- We may disclose your personal information to any of our subsidiary offices or associated companies with whom we are affiliated.
- We may disclose your personal information to third parties:
 - ◆ in the event that we sell or buy any services, in which case we may disclose your personal data to the prospective seller or buyer of such services.
 - ◆ if we or substantially all of our assets are acquired by a third party, in which case personal data held by us will be one of the transferred assets; or
 - ◆ if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or to protect our rights, property, or safety or those of third parties.

7 Your rights

- You have the right to ask us not to process your personal data for the purposes of direct marketing of our services surrounding education. We will usually inform you (before collecting your data) if we intend to use your data for such purposes. You can exercise your right to prevent such processing at any time by contacting us at office@hesheli-edu.com.
- The Site may, from time to time, contain hyperlinks to and from internet sites operated by other organisations. If you follow a hyperlink to any of these sites, please note that they will have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to such sites.

8 Access to your information

- The Data Protection Act 1998 gives you the right to access information held about you. Your right of access can be exercised in accordance with that Act. Any access request may be subject to a fee not exceeding £10 to meet our costs in providing you with details of the information we hold about you.

9 How to contact us

- If you have any questions, comments or requests regarding this privacy policy, please feel free to contact us in any of the following ways:
 - by email at heqiang@hesheli-edu.com
 - by telephone on 07910908888; or

This privacy policy was last updated on 11 March 2025.