

Ruth Miskin Literacy Limited General and Website Privacy Notice

This privacy notice has been written to inform you about how we process your personal data when you visit our website and use our services. This notice covers the following services operated by Ruth Miskin Literacy Limited:

- **ruthmiskin.com** – Ruth Miskin Training Website
- **schools.ruthmiskin.com** – Ruth Miskin Training Schools Portal, including Online Assessment
- **talkthroughstories.com** – Talk Through Stories Website and Portal
- Other internal information systems operated by Ruth Miskin Literacy Limited

This privacy notice explains what personal information we collect and hold on users. It explains why we hold this information, what we do with it, we retain it, and if we share it with anyone else.

Who we are

Ruth Miskin Literacy Limited is a data controller as defined by the UK GDPR. This means that we determine the purposes for which your personal data is processed and how it is processed. We will only collect and use your personal data in a manner that is compliant with data protection legislation.

We also process personal data in our capacity as a Data Processor when we provide services under a contract to our clients, in accordance with their instructions. In these circumstances, the educational institution is the Data Controller under the UK GDPR. This means they are responsible for providing you with information about the use of your data, and who to contact to exercise your rights. Please refer to your institution's Privacy Notice for further information.

Personal information we collect

The personal data we collect about you will be dependent on the nature of your contact and relationship with us, but could include:

- Personal details, including name, address and contact information.
- Payment card information.
- Technical data collected via cookies and similar technologies.

We will collect personal data about you (such as your name, address, email address, telephone number, role, and dietary information) when you choose to provide it to us via the website enquiry forms or email, and by subscribing to our services.

When you sign up for our newsletter, we will obtain your name and email address.

Why we collect your personal information

We process your information for the purposes outlined below:

- To effectively respond to your query or request.
- To comply with a legal or regulatory obligation, such as safeguarding and health and safety requirements.
- To process feedback and improve our services.
- To effectively administer our complaints process.
- Research, statistical analysis and behavioural analysis.
- Where necessary for the performance of a contract.
- To deliver training to you, where you have engaged us directly (not through your educational institution).
- To provide technical and administrative support in relation to our service.
- Fraud prevention and detection.
- To customise this website and its content to your particular preferences.
- To communicate news, information and offers. You can unsubscribe from this service at any time.

Marketing

If you buy any of our training or support services, we may contact you by email with news, information and offers relating to similar products and services that we believe may be relevant to you. You can opt out of marketing communications at any time by using the unsubscribe link in our emails or by contacting us directly.

You can also subscribe to receive Ruth Miskin's monthly email teaching newsletter.

Our lawful basis for processing your information

Under the UK GDPR, it is essential to have a lawful basis when processing personal information. We normally rely on the following lawful bases: Article 6(1)(c) – legal obligation, or Article 6(1)(f) – legitimate interests. We only rely on legitimate interests when we are using your data in ways you would reasonably expect.

For non-essential cookies, we rely on Article 6(1)(a) – consent.

Where we act as a Data Processor, the educational institution determines the lawful basis for processing.

Where we rely on your consent to process personal information, you have the right to withdraw that consent at any time. This will not affect the lawfulness of any processing carried out before consent was withdrawn.

Who we obtain your information from

We normally receive this information directly from you or your educational institution. We do not collect personal data from third parties.

Who we share your information with

We may disclose your personal data to our IT and system administration service providers. We have data processing agreements in place with service providers to ensure compliance with data protection legislation.

We do not routinely share your data with other data controllers. However, we may share information with other third parties where there is a lawful basis to do so. For example, we may share information with the police for the purpose of detecting or preventing crime.

When we provide services on behalf of a school, trust or other educational institution, we process personal data only in accordance with their documented instructions and the terms of our agreement with them. In these circumstances, the educational institution remains the Data Controller and is responsible for determining the purposes and lawful basis for processing the personal data.

If you wish to exercise your data protection rights in relation to personal data processed through a school or educational institution, you should contact the relevant institution in the first instance.

How long we keep your information

We will retain your personal information for the duration of the time we provide our services to you. We will only keep personal information for as long as is necessary to fulfil the purpose for which it was collected, to meet legal, accounting or regulatory requirements, or to establish, exercise or defend legal claims. Retention periods may vary depending on the nature of the information and the purpose for which it is processed.

Further information about our retention periods is available on request.

Keeping your information secure

We use appropriate technical and organisational measures to protect personal data from unauthorised access, loss, misuse, alteration or disclosure. These measures may include access controls, secure authentication methods, encryption, system monitoring, secure backups, staff training and other security controls appropriate to the nature of the information being processed.

- Access to your account is controlled by a password and username that are unique to you.
- We store personal data on secure systems and use encryption technologies where appropriate to protect information in transit and at rest.

While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet.

In the event of a personal data breach, we will assess the risk to individuals and take appropriate action in accordance with our legal obligations under the UK GDPR and Data Protection Act 2018, including notifying affected individuals and the Information Commissioner's Office where required.

International transfers of data

Although we are based in the UK, some of the digital information we hold may be stored on computer servers located outside the UK. Some of the IT applications we use may also transfer data outside the UK.

Where personal data is transferred outside the United Kingdom, we will ensure that appropriate safeguards are in place in accordance with UK data protection legislation. These safeguards may include adequacy regulations, approved contractual safeguards, or other lawful transfer mechanisms recognised under UK GDPR.

Web analytics

Web analytics is the collection and analysis of the data generated when people visit and use a website. This helps the website owner understand things such as the number of visitors to various parts of the website, the time they spend on the website, and whether they return to the website. Various tools are used to produce web analytics, such as Google Analytics, which uses a set of cookies to collect data.

This website utilises the following web analytics tools: Google Analytics.

Cookies

We may monitor your use of this website using cookies and similar tracking devices. For example, we may monitor how often you visit, which pages you access, traffic data, location data, and the originating domain name of a user's internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

For further information on our use of cookies, please see our Cookie Policy.

Email policy

Messages from Ruth Miskin Literacy Ltd are confidential. You should not copy it or disclose its contents to anyone. You may use and apply the information for the intended purposes only.

- Ruth Miskin Literacy Ltd does not accept legal responsibility for the contents of our email communications.
- Any views or opinions presented are those of the author only and not of Ruth Miskin Literacy Ltd.
- If an email has come to you in error, please forward it to admin@ruthmiskin.com and delete it immediately.
- If you are not an intended recipient, you must not copy, distribute or take any action in reliance on it.

- Ruth Miskin Literacy Ltd may intercept incoming and outgoing email communications.
- Although Ruth Miskin Literacy Ltd operates anti-virus scanners, we do not accept responsibility for any damage that is caused by viruses being passed.

What rights do you have over your data?

Under the UK GDPR, you have the following rights concerning the processing of your data:

- to be informed about how we process your personal data. This notice fulfils this obligation.
- to request a copy of the personal data we hold about you.
- to request that your personal data be amended if it is inaccurate or incomplete.
- to request that your personal data be erased where there is no compelling reason for its continued processing.
- to request that the processing of your personal data be restricted.
- to object to your personal data being processed.

Where applicable, you have the right to receive personal data that you have provided to us in a structured, commonly used and machine-readable format.

If you have any concerns about the way we have handled your personal data or would like any further information, then please contact us at:

support@ruthmiskin.com

Ruth Miskin Literacy Limited
7 Sandy's Row
E1 7HW
London
UK

E-mail: support@ruthmiskin.com

[Contact Us Form](#)

If we cannot resolve your concerns, you may also complain to the Information Commissioner's Office (ICO), the UK's data protection regulator.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Changes to this notice

We reserve the right to change this privacy notice at any time. We will typically notify you of changes that affect you. However, please check regularly to ensure you have the latest version.

This privacy notice was last reviewed 16 September 2026.