

Privacy Policy

Last updated: 29th June 2026

ACR Education respects your privacy and is committed to protecting your personal information. This privacy policy explains how we collect, use and look after personal information when you visit our website, contact us, or work with us.

Who we are

ACR Education is an education consultancy supporting schools, colleges, trusts and education partnerships with professional culture, staff confidence, professional learning and teacher retention.

For the purposes of data protection law, ACR Education is the data controller for the personal information we collect and use.

You can contact us at:

ACR Education

Email: kate@acreducation.co.uk

Website: www.acreducation.co.uk

What personal information we collect

We may collect and use the following types of personal information:

- Your name
- Your email address
- Your telephone number, if you choose to provide it
- Your organisation name and role
- Any information you include when completing a contact form or sending an email
- Information relating to enquiries, meetings, consultancy work or services requested
- Basic website usage information, such as how visitors use the website, where this is collected through website analytics or cookies

We only collect information that is relevant to the purpose for which you provide it.

How we collect your information

We may collect personal information when you:

- Complete a contact form on the website
- Email ACR Education directly
- Arrange a strategic conversation or meeting
- Request information about ACR Education's services
- Work with ACR Education as a client, partner or professional contact

- Visit the website, where cookies or analytics tools are used

How we use your personal information

We use personal information to:

- Respond to enquiries
- Arrange meetings or strategic conversations
- Provide information about ACR Education's services
- Deliver consultancy, professional learning or related services
- Manage client or professional relationships
- Keep appropriate records of communication and work undertaken
- Improve the website and understand how it is being used
- Meet any legal, regulatory or professional obligations

We do not sell your personal information.

Our lawful basis for using your information

Under UK data protection law, we must have a lawful basis for using personal information.

We may use your personal information on the following bases:

Legitimate interests

We may use your information where it is necessary for the legitimate interests of running ACR Education, responding to enquiries, developing professional relationships and providing consultancy services, provided your rights and freedoms are not overridden.

Contract

If you ask us to provide services, we may need to use your information to take steps before entering into a contract or to deliver services under a contract.

Consent

Where we rely on your consent, for example for certain types of marketing communication, you can withdraw your consent at any time.

Legal obligation

We may need to use or retain some information to comply with legal, financial or regulatory obligations.

Marketing communications

ACR Education may occasionally contact you with relevant information about services, events, publications or professional updates, but only where there is an appropriate lawful basis to do so.

You can ask us to stop sending marketing communications at any time by contacting kate@acreducation.co.uk

Who we share your information with

We will not sell or rent your personal information to third parties.

We may share information only where necessary with:

- Service providers who help operate the website, email, administration or business systems
- Professional advisers, such as accountants or legal advisers
- Organisations involved in delivering agreed services, where this is necessary and appropriate
- Public authorities or regulators, where required by law

Where we use service providers, we expect them to keep your information secure and use it only for the purpose for which it has been provided.

How long we keep your information

We will only keep personal information for as long as necessary for the purpose for which it was collected.

This may include:

- Enquiry information kept for a reasonable period after responding
- Client and project records kept for the duration of the working relationship and for a reasonable period afterwards
- Financial and contractual records kept for the period required by law
- Website analytics information kept according to the settings of the website or analytics provider

When information is no longer needed, we will delete it securely or anonymise it.

Cookies and website analytics

The ACR Education website may use cookies or similar technologies to help the website function, improve user experience and understand how visitors use the site.

Cookies are small files placed on your device when you visit a website. Some cookies are necessary for the website to work. Others may help with analytics or performance.

Where required, you will be given the option to manage or refuse non-essential cookies.

You can also manage cookies through your browser settings.

How we keep your information secure

We take reasonable steps to protect personal information from loss, misuse, unauthorised access, disclosure or alteration.

This includes using appropriate systems, access controls and secure methods of storing and managing information.

Your rights

Under UK data protection law, you have rights over your personal information. These may include the right to:

- Ask for a copy of the personal information we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to delete your information in certain circumstances
- Ask us to restrict how we use your information
- Object to how we use your information in certain circumstances
- Ask for your information to be transferred to another organisation in certain circumstances
- Withdraw consent where we are relying on consent

To exercise any of these rights, please contact [insert email address].

Complaints

If you have concerns about how ACR Education uses your personal information, please contact us first so we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office, the UK regulator for data protection.

You can contact the ICO through its website: www.ico.org.uk

Changes to this privacy policy

We may update this privacy policy from time to time. Any changes will be published on this page with an updated date.