



## **BMONEYWISE CIC**

### **Website Privacy Notice (December 2024)**

bMoneywise CIC Website Privacy Notice updated December 2024

This Website Privacy Notice describes how bMoneywise CIC, whose registered address is bMoneywise CIC, Ripple Centre, 121 – 125 Ripple Road Barking Essex IG11 7FN (“**bMoneywise**”, “**we**” or “**us**”) processes Personal Information of visitors to our website and users of the Money Maths App (“**you**”).

“**Personal Information**” means information that (alone or when used in combination with other information) can identify a living individual.

### **Privacy information for users of the Money Maths App**

bMoneywise CIC (“**bMoneywise**” or “**we**”) built the Money Maths Apps as a free app (the “**Service**”). We have also built an online money course that collects users' names and email information.

This document informs users of all our Services regarding our policies with the collection, use, and disclosure of Personal Information if anyone decides to use our Service.

The personal information that we collect is used to provide and improve our Service, to tell you about our activities, our new products or services, or to send you our newsletter. We will not use or share your information with anyone except as described in this Website Privacy Notice.

Unless otherwise defined in this Website Privacy Notice, the terms used in this Website Privacy Notice have the same meanings as in our Terms and Conditions, accessible at Money Maths.

### **How we use your information**

For a better experience, while using our Service, we may require you to provide us with certain Personal Information, including but not limited to your name, email address, postal address and telephone number. The information that we request will be retained and used as described in this Privacy Notice. We may collect your personal data when you:

- Contact us by telephone, text, email or provide your data for our surveys or forms or register for a course or event.
- Make comments on our website and provide feedback.
- Make a donation, purchase, or pledge or pay for our Service.
- Volunteer or apply to work with us, sign up for our newsletter or other marketing Publications.

- Use our Services or attend our programmes, workshops, events or other activities;
- Sign up to our events, workshops, or to become a bMoneywise Ambassador;
- Download our apps and install them on your device; or
- Give us feedback or complete a survey.

## **Log data**

We want to inform you that whenever you use our Service, in case of an error in the apps, we collect data and information (through third party products) on your phone called Log Data. This Log Data may include information such as your device Internet Protocol (“IP”) address, device name, operating system version, the app’s configuration when utilising our Service, the time and date of your use of the Service, and other statistics. *bMoneywise is relying on “Legitimate interests” for any processing of personal data to report on numbers and impact our services are making*

## **Our legal basis for contacting you and using your personal information**

We only process Personal Information when we have a legal basis for the processing, as follows:

- To fulfil a contract with you and provide you with our Service (which we would not be able to do without certain basic information from you);
- For closely related purposes, such as contract management, website administration, business continuity and disaster recovery, security and fraud prevention, reporting and legal compliance, in which case we will rely on our legitimate interests in running our business efficiently and effectively;
- With your consent, which you may withdraw at any time (or provided you have not objected, or opted-out, as may be appropriate under applicable law), to provide you with marketing communications.

You may give us consent to send you marketing and fundraising materials by the methods you have chosen (e.g. email or phone call) when you sign up for our newsletter, complete survey or donation forms.

In all cases, we will ensure we only use personal information in a way or for a purpose that you would reasonably expect, in accordance with this Website Privacy Notice and that does not intrude on your privacy or previously expressed marketing preferences.

The Fundraising Regulator’s Code of Fundraising Practice requires us, and all charities in the UK, to perform checks when certain levels of donations are made. You can find more details about this here: [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk).

To opt-out of our marketing and fundraising communications, simply contact us in the ways we listed below, or follow the unsubscribe link at the bottom of our emails.

Please note that we may also use and disclose information that does not identify you personally. For example, we may publish reports that contain aggregated or statistical data. These reports do not have any personal information.

## **Service providers**

We may employ third-party companies and individuals as our course provider due to the following reasons:

- To help users regain lost passwords; ;
- To assist us in analysing how our users are engaging with our Service.

We may share your Personal Information with our service providers to perform their assigned tasks on our behalf. However, they are obliged not to disclose or use the information for any other purpose.

Where any of our service providers are located outside the UK in jurisdictions which do not guarantee the same level of protection for your personal data, we will only transfer personal data where it is protected by appropriate safeguards in accordance with the UK GDPR.

## **Children's privacy**

These Services address people from the age of 10 and above. We only collect Personal Information where it has been provided by a customer or their parent.

## **Information retention**

We keep your personal information for as long as required to operate the Service following legal requirements and tax and accounting rules (usually a period of **12 months** after your last purchase or contact with us, except where applicable law requires us to retain your personal data for a longer period). When your information is no longer necessary, we will ensure it is disposed of in a secure manner

## **How we protect your personal information**

bMoneywise CIC attempts to protect against the loss, misuse and alteration of your Personal Information. bMoneywise CIC has implemented appropriate administrative, technical and physical measures to protect your Personal Information.

Opt-Out. If you prefer not to receive any further communications, please opt-out by emailing us at [admin@bmoneywise.co.uk](mailto:admin@bmoneywise.co.uk) or follow the 'unsubscribe' link included in our emails

## **Links**

The website may contain links to third-party websites. bMoneywise CIC is not responsible for the privacy practices or the content of such websites.

## **Your data protection rights**

Under data protection law, you have rights including:

- Your right of access – You have the right to ask us for copies of your Personal Information.
- Your right to rectification – You have the right to ask us to rectify Personal Information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

- Your right to erasure – You have the right to ask us to erase your Personal Information in certain circumstances.
- Your right to restriction of processing – You have the right to ask us to restrict the processing of your Personal Information in certain circumstances.
- Your right to object to processing – You have the right to object to processing your Personal Information in certain circumstances.
- Your right to data portability – You have the right to ask that we transfer the Personal Information you gave us to another organisation or you in certain circumstances.

You are not usually required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you, except where a request is complex, in which case we can extend this period by a further two months.

Please contact us at [admin@bmoneywize.co.uk](mailto:admin@bmoneywize.co.uk), or on 020 8532 7300' if you wish to make a request or have any concerns about our use of your Personal Information.

You can also complain to the ICO if you are unhappy with how we have used your Personal Information. The ICO's contact details are: Helpline number: 0303 123 1113 ICO website: <https://www.ico.org.uk>

For questions, concerns, or suggestions regarding this Website Privacy Notice, please contact us at [admin@bmoneywize.co.uk](mailto:admin@bmoneywize.co.uk) using the subject line – Privacy Questions.

This Policy is effective as of December 19, 2024

### **Changes to this Website Privacy Notice**

From time to time, we may change this Website Privacy Notice. We recommend that you check from time to time for any changes which may affect you.

bMoneywize game Makes Managing Money Child's Play with the best financial education and numeracy game for kids, parents and educators.

**Contact:** at [admin@bmoneywize.co.uk](mailto:admin@bmoneywize.co.uk)

**Updated From** December 19th, 2024

**To be renewed in** December 2026