

STEER Privacy Notice [updated 07/04/2026]

How we use your information

We take your privacy seriously and will only use your information for the purposes indicated. We recognise our duty of care to the people within the data we process. We only collect information about you if we have reason to do so, for example to provide the service offered and for communications should you email us or book in a meeting. As a Data Controller, the legal basis for processing the personal information we collect via our website and other communications is called 'legitimate interest' under the UK GDPR.

This privacy notice tells you what to expect when STEER collects personal information. It applies to information we collect about:

- Visitors to our websites
- People who use our website services e.g. people who email us, book in a demo meeting, use our chat support or subscribe to our E-newsletter or request information by email
- People who take part in our online surveys [using Google Forms]
- People we contact for participation in market research or for marketing or research purposes

We keep our privacy notice under regular review. This privacy notice was last updated on **7th April 2026**. For privacy and data processing information relating to the **STEER Assessment or USTEER** please contact michelle@steer.global

Mobile Apps: Please see the privacy policies associated with the mobile apps in the stores and in the apps.

Personal Information we collect through our website and online surveys

Personal identifiers and contacts (for example, name, school and role, school phone and email address) provided by you in correspondence with STEER.

Visitors to our websites

When someone visits [STEER](#) we use a third-party service, Google Analytics to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. GA makes use of cookies, details of which can be found on [Google's developer guides](#)

Website Submission forms, Online Surveys and STEER Demo request

The contact forms, survey and calendar booking link enables you to provide your contact name, school, role and email so that we can respond to your query, make an appointment to explore how STEER technologies could enhance the wellbeing provision at your school or provide reports or other relevant information.

When you complete a submission form or survey, we may transfer your details to an online marketing database so that we can keep you informed about developments in STEER education technologies and other news. We use Google WS as a cloud file storage software for marketing and for team collaboration and Setmore calendar integration for scheduling demos. Google relies on the EU/UK Model Contract Clauses for the international transfer of personal data outside the EU/UK. You can opt out of receiving communications from us by emailing enquiries@steer.global

Use of cookies by STEER

Our web site uses cookies to determine visitor usage and preferences. You can use the cookie settings on the website to set your preferences.

Search engine

Our website search and decision notice is powered by Webnus. Search queries and results are logged anonymously to help us improve our website and search functionality. No user-specific data is collected by either STEER or any third party.

Security and performance

STEER maintains the highest security and performance of its websites, apps and platforms and takes all reasonable measures to hold your information securely. To prevent unauthorised disclosure or access to your information, associated safeguards are applied organisationally and technologically to provide the strongest protection that is reasonably

practicable. Our information governance protocols ensure we work in accordance with the Data Protection Act 2018 [UK GDPR] regarding all personal data collected. STEER Platform users will find associated privacy policies in the resources library on the platform.

Disclosure of personal information

We will not disclose your personal information to third parties other than those mentioned above used for our service delivery.

People who email us

If you email us, the information will not be stored on the website but sent via the SMTP servers, which are protected by TLS. Any email sent to us, including any attachments, may be monitored and used by us for reasons of security. Email security monitoring or blocking software may also be used. Please be aware that you have a responsibility to ensure that any email you send to us is within the bounds of the law.

Access, retention and deletion of personal information

Individuals can find out if we hold any personal information by making a 'subject access request' under the UK GDPR. If we do hold information about you, we will:

- give you a description of it;
- tell you why we are holding it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

To make a request to STEER for any personal information we may hold you need to put the request in writing addressing it to dpo@steer.global or by writing to the address provided below. We will only hold your personal information while you remain actively engaged with our services or websites and will delete any inactive contacts after 12 months, unless you have requested its erasure in the meantime.

If we do hold information about you, you can ask us to correct any mistakes or request the erasure of the personal information at any time by contacting michelle@steer.global

You can also get further information on:

- our instructions to staff on how to collect, use and delete personal data; and
- how we check that the information we hold is accurate and up to date.

Links to other websites

There are hyperlinks from the website to the relevant social media accounts. This privacy notice does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

How to contact us

If you have any queries or complaints about our privacy notice, you can [email us](#) or write to:

Jasmine House
7 St Margaret's Street,
Bradford on Avon
Wiltshire, BA15 1DA

STEER ICO Registration Number: ZA193698

Email address and phone contact of STEER DP Lead: dpo@steer.global, 01225 667232; or the registered DPO for STEER: Data Privacy Services or info@dataprivacyservices.co.uk

If you are not satisfied with how we are processing your personal data, or how we deal with your complaint, you can make a complaint to the Information Commissioner: www.ico.org.uk. The ICO does recommend you seek to resolve any issues with the data controller initially prior to any referral.