

Privacy Notice

Document Version: 09/09/2025



The Privacy Policy relates to use of our website, service delivery and compliance only. It does not cover how an institution's data is stored and processed in the 4Matrix software platforms. For further information on how data is stored and processed in the 4Matrix software platforms, please refer to our full [Terms and Conditions](#).

1. Our Contact Details

Data Protection Officer: Mr Mike Bostock

Address: Cart Lodge, Hill Farm, Church Lane, Ford End, Chelmsford, CM3 1LH

Phone Number: 020 3475 4463

E-mail: info@4matrix.com

2. About Us

New Media Learning Ltd was formed in 2002 and has many years' experience of developing performance data software for schools and Multi Academy Trusts.

New Media Learning Ltd is a company registered in England with company number: 4373179.

New Media Learning Ltd is registered with the Information Commissioners Office with ref no: Z9896584

3. The Types of Personal Information We Collect

We may collect, store, transfer and process the following information about you:

- Identity data such as your name, username, email address, phone number and job title
- Contact data such as your employer (school/academy/Multi Academy Trust/third party link e.g. IT support) work address, phone number, email address
- Profile data such as your username, password, survey responses
- Transaction data such as details of services you have purchased from us, purchase order details, payments made to and from us
- Usage data such as information about how you use our services, including support
- Technical data such as your IP address, login data, operating system, browser type and version, cookie data, time zone settings and location
- Marketing and communications data such as preferences in receiving our newsletter or follow-ups from events
- Recruitment data such as information you provide in applying for a role at New Media Learning Ltd
- Digital data such as live chat logs, support tickets, video/audio recordings of online events and meetings, interactions with our social media channels

4. How We Obtain Your Personal Information and Why

Most of the personal information we process is provided to us directly by you to fulfil our contractual and statutory obligations. If you do not provide the personal data we ask for it may delay or prevent us from providing services to you.

We may also collect identity, contact, and profile data about you or your institution from your employer, via publicly available sources or government bodies. We may also collect technical data when you interact with our services.

The table below details the ways we may use your personal data and the legal bases we rely on.

Purpose of Collection or Action	Data Collected	Purpose for Collection	Lawful Basis for Processing
To register you as a user of our services	Identity Contact Profile Usage Technical Transaction Digital	Account creation and communication	Contractual
To process and deliver invoices to customers	Identity Contact Profile Usage Transaction Digital	Accounting, taxation, or legal services	Contractual
To provide helpdesk, support and maintenance services to users of our products and services	Identity Contact Profile Usage Technical Marketing Digital	Delivery of services	Contractual/Legitimate interest
To provide training in the use of our products and services	Identity Contact Profile Usage Technical Transaction Digital	Delivery of services	Contractual/Legitimate interest

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<p>To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy notice (b) Asking you to leave a review or take a survey</p>	<p>Identity Contact Profile Usage Marketing Digital</p>	<p>Communication and delivery of services</p>	<p>Contractual/Legitimate interest</p>
<p>To make suggestions and recommendations to you about products or services that may be of interest to you</p>	<p>Identity Contact Profile Usage Marketing Digital</p>	<p>Communication and delivery of services</p>	<p>Legitimate interest</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<p>Identity Contact Profile Usage Technical Digital</p>	<p>Provision of administration, security</p>	<p>Legitimate interest</p>
<p>To review your application for a job role</p>	<p>Identity Contact</p>	<p>Communication</p>	<p>Legitimate interest</p>

We will not sell, exchange or otherwise distribute your personal data to unaffiliated third parties without your consent, except to the extent required by applicable laws and regulations, or as set out in this privacy notice.

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

Our website uses Cookies. For more information, please refer to our [Cookie policy](#).

5. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents and contractors who have a business need to know. They will only process your personal data on our instruction, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

6. Data Retention

We will retain and process your data for as long as we require it for the purposes for which it was collected or as is otherwise required by applicable law. To determine the appropriate retention period for your personal data, we consider the amount, nature and sensitivity of the personal data, the risk of potential harm from its unauthorised use or disclosure, the purposes for which we process it, whether we can achieve our purposes through other means, and the applicable legal requirements.

In respect of Customer Data, we will delete this no later than 24 months after termination of the customer's subscription term.

Once your personal data is no longer needed, we will securely delete or anonymise it. We may continue to use anonymised data, which cannot be associated with you, for research or statistical purposes. Examples of this might include identifying if a school or trust has used 4Matrix in the past, and tracking year-on-year sales trends.

7. 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 the right to object to the processing of 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 to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

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Please contact us at info@4matrix.com if you wish to make a request.

8. How to Complain

If you have any concerns about our use of your personal information, you can make an enquiry to us at info@4matrix.com, marking the email for the attention of The Data Protection Officer.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>