



## Privacy Policy

This privacy policy explains how **Dean Wyatt Driving School** (“we”, “us”, “our”, “DWDS”) collects, uses, and protects personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**. By using our website, contacting us, or using our services, you agree to the terms of this policy.

### 1. Who we are (Data Controller)

Dean Wyatt Driving School is the **Data Controller** responsible for your personal data.

07958 646 379 / [info@deanwyattdrivingschool.com](mailto:info@deanwyattdrivingschool.com)

Dean Wyatt Driving School is registered with the Information Commissioner’s Office (ICO), registration number: **ZC083168**

### 2. What personal data we collect

We only collect personal data that is necessary to provide our services.

**Website users** - Name, Address, Email address, Telephone number, Date of birth, Enquiry details

**Pupils** - Name, Address, Email address, Telephone number, Date of birth, Driving licence number and entitlement details, Lesson bookings and attendance, Lesson progress notes, Driving test booking information, Payment and invoice records, Special category data, Medical or learning information relevant to driving lessons or test adjustments (This data is only collected where necessary and with your explicit consent.), Visual and audio data, including images or video recorded by in-car dashcams (see Section 11)

### 3. How and why we use your data (Lawful Basis)

We process personal data under the following lawful bases:

**Contract** – to provide driving lessons and manage your learning

**Legal obligation** – to meet HMRC, insurance, and regulatory requirements

**Legitimate interests** – to manage our business, instructors, scheduling, and communications

**Consent** – for marketing communications, social media “pass photos”, and health-related information

You may withdraw consent at any time. This does not affect processing carried out under other lawful bases such as contract or legal obligation.

### 4. Sharing your data

To deliver our services efficiently and safely, we may share relevant personal data with:

#### **Our Driving Instructors**

Your assigned instructor will have access only to the personal data required to deliver driving lessons and manage your progress. All instructors are required to secure their devices and follow our data protection procedures.

#### **Third-Party Practice Management System (MyDriveTime)**

We use a secure third-party driving school management system, **MyDriveTime**, to manage enquiries, bookings, lesson records, and pupil progress. MyDriveTime acts as a **Data Processor** on our behalf and operates under its own privacy and security policies.

#### **Official Bodies and Professional Services**

Where required, we may share data with the DVSA (e.g. for test bookings), insurance providers (in the event of an incident), accountants, and payment processors, where legally necessary.

We do not sell or share personal data for marketing purposes.

## 5. Data retention

We retain personal data only for as long as it is **necessary and proportionate** for the purposes for which it was collected, in line with UK GDPR principles:

### Active Records

- Pupil contact details, bookings, and lesson records are actively used while lessons are ongoing.

### Inactive / Archived Records

- When enquiries do not proceed, or when pupils complete or stop lessons, their records are marked as inactive or deactivated within our and third-party MyDriveTime systems. Inactive or deactivated records are no longer actively processed but may be **securely retained in an archived state** based on our legitimate business interests, including:
  - allowing reinstatement of pupils,
  - resolving disputes or complaints,
  - meeting insurance, legal, or regulatory obligations,
  - maintaining accurate business records.

### Retention Timeframes

- **Training records and contact details:** typically retained for up to **6 years** following the last lesson or driving test, reflecting HMRC, insurance, and legal limitation periods.
- **Financial records:** retained for **7 years** to meet HMRC and accounting best-practice requirements.
- **Dashcam footage:** automatically overwritten, usually within **30 days** (but dependant on usage and storage size), unless required for an incident investigation.

## 6. Your Data Protection rights under UK GDPR

You have the right to request access to your personal data, request correction of inaccuracies, or request deletion of data where applicable. Please note that deletion requests may be restricted where we are required to retain data for legal, tax, insurance, or regulatory reasons, or where deletion is not technically supported by third-party systems but the data is securely archived and no longer actively processed.

## 7. Cookies and analytics

Our website uses **Google Analytics** and **Google Ads** cookies to monitor website performance and display relevant adverts. These tools do not personally identify you. You can manage or disable cookies via your browser settings.

Google's privacy policy: [www.google.com/privacy](http://www.google.com/privacy)

Where required, cookie consent is managed via our website's cookie control system.

## 8. Data security and Instructor Responsibility

We take appropriate technical and organisational measures to protect personal data, including encryption, password protection, and restricted access.

All instructors working with Dean Wyatt Driving School are required to:

- secure their phones and devices with passcodes or biometric protection,
- only access pupil data necessary for lesson delivery,
- delete pupil contact details from personal devices once lessons end, where reasonably practicable.

Instructors act under the authority of Dean Wyatt Driving School and are not permitted to retain or use pupil data for personal purposes.

## 9. External links

We are not responsible for the privacy practices or content of external websites linked from our site.

## 10. Complaints

If you have concerns about how we handle your data, 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 (ICO)**: [www.ico.org.uk](http://www.ico.org.uk)

## 11. Dashcams and social media

Dashcams:

For safety, training, and insurance purposes, our vehicles may be fitted with dashcams recording the road ahead and, in some cases, the vehicle interior or audio.

This data is processed under **legitimate interests** and **legal obligations** relating to safety and insurance.

Footage is automatically overwritten on a rolling basis once storage capacity is reached, unless required for an investigation.

Pass photos:

We will only share "pass photos" on social media with your explicit verbal or written consent at the time the photo is taken and/or upon signing our Terms & Conditions before lessons commence.

## 12. Informal or Personal Relationships

In some cases, pupils may be friends, family members, or acquaintances of the business owner or instructors. Any personal data processed for driving lesson purposes is handled in accordance with this privacy policy, regardless of any prior personal relationship. Personal contact details already held socially are not used for business purposes without consent.

## 13. Changes to this policy

Any changes will be published on our website.