



Apps Central and GDPR

Apps Central specialises in providing parental engagement apps and communication products to schools. We believe in simplicity, with the best service provided at an affordable cost with no fixed term contract.

What is the General Data Protection Regulation (GDPR):

The EU General Data Protection Regulation (GDPR) replaces the Data Protection Directive 95/46/EC and was designed to harmonize data privacy laws across Europe, to protect and empower all EU citizens data privacy and to reshape the way organizations across the region approach data privacy.

What Data does Apps Central collect?

Our Parental Engagement App - General

Parent/ Pupil: Apps Central does not collect any parent or pupil personal data e.g telephone number, mobile number, email address - any data that can identify an individual.

When a user downloads the app the smartphone identifier is collected and used to send push notifications to the users device. Apps Central cannot identify the individual from this data.

School Data: Apps Central does collect school staff personal data. The data we collect is: Name, Email Address, telephone numbers and school address.

Our School Website Service

The school website service can collect an individual's data when an individual submits a contact form to the website. This sends an email to the designated person / email address and the data is not stored in the management centre. The school may use this data to respond to the individual. Apps Central do not use this data for any purpose. The school may choose to publish images and pictures that they have consent to use. Such images and pictures can be permanently deleted as needed (not just unpublished). Should a school choose to discontinue using a website, Apps Central will permanently delete it.

Parent Meeting Booking Service and Personalised Messages

These products enable efficiency and cost saving. To use this product, the school needs to import personal data which is their name and email address. This data is transferred stored in the content management system. The school, if they have not done so already, have the option of sending a specific email advising parents and carers that their information is being stored in a new application and providing them with an option to opt out of the application. Should a school choose to stop using the application then all personal data is permanently deleted from the application

What do we use School staff data for?

Apps Central uses the school staff data in order to allow school staff to: i) Log into the App Management Centre and manage their app. ii) Allows Apps Central staff to contact school staff for legitimate business reasons such as: staff training and invoicing. We will never sell/ provide any of our data to third parties for any reason.

Where the data is stored?

All School data is stored within the UK. This data is stored on three cloud solutions; i) Amazon Web Services for the: App Management Centre and our Sales CRM. For Details on Amazon Web Services GDPR notes please see the following link: [Amazon AWS GDPR](#) ii) Google Cloud for our business operations data. For details on Google Apps for Business GDPR notes please see: [Google Cloud GDPR](#) iii) Xero for our financial solutions (customer invoices). For details [Xero GDPR](#)

How is School data accessed:

All data is accessed through HTTPS connections.

End of Service:

If a school decides to discontinue their relationship with Apps Central, we will permanently delete the school staff data as part of our end of service protocol. Apps Central shall retain the transaction details for up to 5 years post end of service.

Erase of data requests:

If you wish us to erase all of the data that we hold on you or your organisation please send an email requesting this to: help@appscentral.co.uk

How might you use the data out-with the scope of the app?

Apps Central does not use the data out-with the scope of the app.

Data Controller Contact Details:

If you have any other questions please do not hesitate to get in contact with our Data Controller: Mick Empson Director 01738 260 250 mick.empson@appscentral.co.uk