



Privacy Policy

Therapy Box is committed to protecting the privacy of its users. We always inform you what personal data we obtain, use and store your data.

What data we collect

As part of the ATLAS project, Language Explorer will record children's responses to a Story Retell task, Comprehension task, and Repetition task. Characteristics about the user, including *Age*, *Gender*, *Language*, *Location*, whether they have a known *Language and/or Speech Disability* and whether they have any other *disability*, will be recorded. The purpose of this is to create an anonymised standardised dataset comprised of a suitable representation across all these characteristics.

Age: The *Birth Month* and *Birth Year* of the user is recorded so that their data contributes to the correct age group of the resulting standardised data. Exact Date of birth is not required and is not collected to prevent collecting unnecessary personally identifiable information.

Location: For users in the UK, the *first half of your postcode* is collected to ensure we have a balanced representation of data across England and Wales in our standardised dataset. For users outside of the UK, we collect *Country*. The exact location is not required and is not collected to prevent collecting unnecessary personally identifiable information.

Gender: The *Gender* of the user is recorded to ensure our standardised dataset comprises of an equal representation of each gender.

Language: The user's First and Second languages are recorded. It is important for us to understand whether English is the user's primary language.

Speech/Language disability: We collect this in order to ensure we have a suitable representation across all users.

Other Disability: We collect this in order to ensure we have a suitable representation across all users.

How we collect your data

The data collection methodology for Explorer ensures the data collected is anonymised and the user is not identifiable. This is achieved by collecting data on the user which cannot be used to identify them. To prevent the user from being identified from the data we collect, we only collect specific elements of their personal data. When recording the age of the participant, we only collect their Birth Month and Year. When requesting the user's location, we only require the user to provide the first half of their Post Code.



The GDPR does not apply to personal data that has been anonymised (Recital 26 of the GDPR). Consequently, the GDPR's remit does not apply to the data collected in Explorer. As a result, the user cannot ask for the right to erasure of their data. The reason for this is that, due to the fact that the data is anonymous, Therapy Box would be unable to locate a user's data to delete it.

Why we collect your data

Data about the user's *Age*, *Gender*, *Language*, *Location*, whether they have a known *Language and/or Speech Disability* and whether they have any other disability is recorded. This data is recorded to create a standardised dataset on the communicative ability of Children across England and Wales. This will allow users of the app to compare their communicative abilities to others across the country.

How we store your data

All data is processed and stored in the UK (London).

Security

We are committed to ensuring your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. Customer data is securely stored on password-protected accounts.

Links to other websites

Our apps may contain links to other websites of interest (including social media pages such as facebook and twitter). However, once you have used these links to leave our site, you should note we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question

Who does Therapy Box pass my data onto?

The data collected for the purpose of this app will not be sold to third parties. However, Therapy Box reserves the right to use the raw data and standardised dataset, generated on the back of this study, to be used in future Therapy Box products and collaborative projects. These collaborative projects will involve Third-Parties.