



NEW ALTERNATIVE PATH  
YOUR STEPPING STONE TO SUCCESS

✉ [office@newalternative.co.uk](mailto:office@newalternative.co.uk) ☎ 07365 22517 🌐 <https://newalternative.co.uk/>

## PRIVACY POLICY

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Last Updated: April 2026 | Approved by: Ayshe Sivri, General Manager

### 1. Introduction

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New Alternative Path Ltd (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you interact with us, including when you:

- Visit our website
- Contact us for student consultancy services
- Apply for education-related services
- Complete our online application or consent form
- Communicate with us by email, phone, social media, or in person

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, and follow guidance issued by the Information Commissioner’s Office (ICO).

### 2. Who We Are (Data Controller)

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**Company name:** New Alternative Path Ltd

**Company number:** 10120230

**VAT number:** 420143749

**Registered address:** 44 Broadway, London E15 1XH, United Kingdom

**Email:** [info@newalternative.co.uk](mailto:info@newalternative.co.uk)

**Phone:** +44 7365 225171

**Privacy enquiries:** [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk)

*ICO Registration: New Alternative Path Ltd is registered with the Information Commissioner’s Office as a data controller. Please contact us at [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk) to confirm our ICO registration number. You can verify our registration at [ico.org.uk/ESDWebPages/Search](https://ico.org.uk/ESDWebPages/Search).*

For data protection matters, please contact our Data Protection Officer at [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk).



### 3. What Information We Collect

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We collect and process the following types of personal data:

#### 3.1 Student Information

- **Basic Details:** Full name, date of birth, gender, nationality
- **Contact Information:** Email address, phone number, postal address
- **Educational Information:** Current institution, course of study, academic year, qualifications, grades, academic transcripts, previous educational history
- **Career Aspirations:** Subject interests, career goals, extracurricular activities
- **Financial Information:** Payment details for our services
- **Special Category Data:** Information about disabilities or health conditions (only when necessary and with your explicit consent)

#### 3.2 Parent/Guardian Information

- Name, contact details, and relationship to student (for students under 18)

#### 3.3 Technical Information

- IP address, browser type, device information
- Website usage data through cookies (see Section 14)

#### 3.4 Communication Records

- Email correspondence, consultation notes, feedback forms
- Records of advice and guidance provided
- Call recordings (where applicable and with prior notice)

### 4. How We Collect Your Information

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We collect personal data through:

- **Direct Provision:** Information you provide when registering, completing our online application/consent form, booking consultations, or contacting us
  - **Educational Institutions:** Information shared by universities, colleges, or schools (with your consent)
  - **Third Parties:** Partner organisations or scholarship bodies (with your consent)
  - **Automated Technologies:** Cookies and analytics tools on our website
  - **Consultations:** Information gathered during advisory sessions and workshops
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## 5. Legal Basis for Processing

New Alternative Path operates in two distinct capacities depending on the context of processing. The lawful basis that applies differs accordingly. Both scenarios are set out in full below.

### 5A. Capacity A — New Alternative Path as Data Controller

When New Alternative Path collects and uses student personal data for its own purposes — for example, providing consultancy services directly to students, managing its own records, or conducting marketing — it acts as the Data Controller. In this role, New Alternative Path independently determines the purposes and means of processing and bears full controller responsibilities under UK GDPR.

*When does this apply? This applies when a student contacts NAP directly, completes our enquiry or application form, books a consultation, or engages with our services. NAP controls why and how the data is processed at this stage.*

The table below sets out each processing activity, the lawful basis relied upon, and the reason:

Processing Activity	Lawful Basis	Details
Collecting student enquiry and registration data	Contractual Necessity	Necessary to provide the consultancy service requested
Submitting university/college applications	Contractual Necessity + Consent	Necessary to perform our service; explicit consent obtained for sharing with each institution
Processing payments	Contractual Necessity	Required to fulfil the payment obligation under our service agreement
Sending appointment confirmations and service updates	Contractual Necessity	Essential communications related to service delivery
Processing special category data (e.g., disability info)	Explicit Consent	Explicit consent only; processed to arrange appropriate support
Sending marketing communications	Consent / Soft opt-in (PECR)	Freely given consent; can be withdrawn at any time
Internal record-keeping and administration	Legitimate Interests	Necessary for efficient operations; does not override individual rights
Fraud prevention and security	Legitimate Interests	Protects both the business and students
Analysing service effectiveness and success rates	Legitimate Interests	Used to improve services; anonymised where possible



Retaining financial records	Legal Obligation	Required by HMRC for 6 years under tax law
Safeguarding students under 18	Legal Obligation + Vital Interests	Statutory duty; may override consent in safeguarding situations
Sharing data with legal authorities or regulators	Legal Obligation	Required by law or court order; cannot be refused
Sharing data with scholarship or loan bodies	Consent	Only with explicit consent for each specific transfer

## 5B. Capacity B — New Alternative Path as Data Processor

When New Alternative Path is contracted by a partner university or educational institution to recruit and refer students on the institution’s behalf, and processes student data in carrying out that service, NAP acts as a Data Processor. In this role, the university is the Data Controller and NAP processes data only in accordance with the university’s documented instructions.

*When does this apply? This applies when NAP transmits a student’s application, documents, or personal information to a partner university under a recruitment agreement. The student should also refer to the university’s own Privacy Notice for information about how the university uses their data.*

In this capacity, NAP:

- Processes data only on the documented instructions of the university
- Does not use the data for its own purposes beyond delivering the agreed service
- Operates under a formal Data Processing Agreement (DPA) with each partner university
- Ensures any sub-processors (e.g., CRM systems, email tools) are approved by the university and bound by equivalent obligations
- Assists the university in responding to data subject rights requests relating to that data
- Notifies the university promptly in the event of a data breach affecting university-controlled data

The table below sets out how processing activities in this role are governed:

Processing Activity	Governing Basis	Details
Transmitting student application data to a partner university	University's instructions (Controller)	NAP acts solely on the university's documented instructions under the DPA
Storing student data on behalf of the university	University's instructions (Controller)	Data held only as long as instructed; university retains control



Providing student recruitment reporting to the university	University's instructions (Controller)	Data shared only as specified in the DPA
Verifying student qualifications for the university	University's instructions (Controller)	Verification at the university's request under agreed service scope
Sub-processing via third-party tools (e.g., CRM, email)	University's instructions + Prior Authorisation	Only approved sub-processors used; NAP remains liable

## 6. How We Use Your Information

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We use your personal data for the following purposes (see Section 5 for the lawful basis that applies to each):

### 6.1 Service Delivery

- Providing educational consultancy and guidance
- University/college application support and advice
- Personal statement review and editing
- Course selection guidance
- Career counselling and mentoring
- Academic support and study skills development
- Application tracking and progress monitoring
- Interview preparation

### 6.2 Administration

- Managing your account and bookings
- Processing payments and issuing invoices
- Responding to enquiries and requests
- Maintaining accurate records
- Managing appointments and schedules

### 6.3 Communication

- Sending service updates and important notices
- Providing requested information about courses or institutions
- Sharing application deadlines and reminders
- Marketing communications (with your consent)
- Customer service and support

### 6.4 Improvement and Analysis

- Analysing service usage to improve quality



- Conducting satisfaction surveys and feedback collection
- Developing new services and resources
- Success rate tracking and reporting
- Quality assurance and training purposes

## 6.5 Legal and Safety

- Safeguarding students (particularly those under 18)
- Complying with legal obligations
- Preventing fraud and ensuring security
- Resolving disputes

## 7. Who We Share Your Information With

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### 7.1 Our Dual Role: Data Controller and Data Processor

*New Alternative Path acts as a data controller for information it collects for its own business purposes. However, when we process student data on behalf of partner universities and educational institutions (for example, submitting an application), we act as a data processor on their behalf. In such cases, the university is the data controller and we process data only in accordance with their instructions and our Data Processing Agreement (DPA) with them.*

We may share your personal data with:

### 7.2 Educational Institutions

- Universities, colleges, and schools you apply to or express interest in
- Only shared with your explicit consent and for application purposes
- We may also share information to verify your qualifications or academic history
- Where we act as a data processor for a partner university, we do so under a formal Data Processing Agreement

### 7.3 Service Providers

- IT service providers and cloud hosting companies
- Customer relationship management (CRM) platforms
- Email service providers
- Website analytics providers
- Booking and scheduling systems



## 7.4 Third Party Partners

- Scholarship organisations (with your consent)
- Student loan providers (with your consent)
- Testing agencies (Duolingo, etc) where relevant
- Educational assessment services

## 7.5 Legal Authorities

- When required by law or court order
- To protect vital interests and safeguarding concerns
- Safeguarding authorities if we have concerns about student welfare (particularly for under 18s)
- Law enforcement where necessary

## 7.6 Professional Advisors

- Lawyers, auditors, and insurance providers for professional advice
- Regulatory bodies as required

*Data Processing Agreements: We ensure all third parties who process data on our behalf have appropriate contracts in place to protect your information and comply with UK GDPR requirements.*

## 8. International Data Transfers

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New Alternative Path assists students with applications to universities across the world, including the United Kingdom, Australia, Canada, Germany, Indonesia, New Zealand, Singapore, Sri Lanka, the Netherlands, the United Arab Emirates, the United States of America, and India. As a result, student personal data may be transferred to educational institutions in these countries.

Additionally, some of our service providers (such as cloud hosting or email platforms) may be located outside the UK/EEA.

When we transfer your data internationally, we ensure one of the following safeguards applies:

- The destination country has an adequacy decision from the UK government (e.g., EEA countries, New Zealand, Canada for commercial transfers)
- We use a UK International Data Transfer Agreement (IDTA) or Standard Contractual Clauses approved by the ICO



- The transfer is to a university or institution you have explicitly asked us to apply to on your behalf, and we rely on your explicit consent for that specific transfer

We will always inform you when international transfers are necessary for your chosen service. Further details about the specific safeguards in place are available on request by emailing [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk).

## 9. How Long We Keep Your Information

We retain personal data only for as long as necessary to fulfil the purposes outlined in this policy:

Data Type	Retention Period	Reason
Active Student Records	Duration of service + 6 years	Legal and contractual obligations
Application Documents	6 years after application completion	Supporting evidence and queries
Financial Records	6 years from end of financial year	Tax and accounting requirements (HMRC)
Marketing Consent Records	Until consent withdrawn + 3 years	Demonstrating compliance
Safeguarding Records	Minimum 25 years from incident	Legal and regulatory requirements
General Enquiries	2 years from last contact	Business needs
Consultation Notes	6 years after service completion	Professional practice requirements
Website Analytics	26 months	Service improvement

After the retention period expires, we securely delete or anonymise your data.

**Right to Request Deletion: You can request earlier deletion in certain circumstances (see Section 10).**

## 10. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

### 10.1 Right to Access (Subject Access Request)

Request a copy of the personal data we hold about you. We will provide this free of charge within one month.



## 10.2 Right to Rectification

Request correction of inaccurate or incomplete data. We will update your records promptly.

## 10.3 Right to Erasure (“Right to be Forgotten”)

Request deletion of your data in certain circumstances, such as:

- The data is no longer necessary for the purpose it was collected
- You withdraw consent (where consent was the legal basis)
- You object to processing and there are no overriding legitimate grounds
- The data has been unlawfully processed

## 10.4 Right to Restrict Processing

Request that we limit how we use your data in certain circumstances, such as when you contest the accuracy of data.

## 10.5 Right to Data Portability

Receive your data in a structured, commonly used, machine-readable format (e.g., CSV) and transmit it to another organisation.

## 10.6 Right to Object

- Object to processing based on legitimate interests
- Object to direct marketing at any time (we will stop immediately)
- Object to processing for research or statistical purposes

## 10.7 Rights Related to Automated Decision-Making

We do not use automated decision-making or profiling that produces legal or similarly significant effects.

## How to Exercise Your Rights

To exercise any of these rights, contact us at:

- Email: [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk)
- Post: 44 Broadway, London E15 1XH, United Kingdom
- Phone: +44 7365 225171

**Response Time: We will respond within one month of receiving your request. For complex requests, we may extend this by up to two months and will inform you.**

Free of Charge: We do not charge for most requests unless they are manifestly unfounded, excessive, or repetitive.



Identity Verification: We may request proof of identity to prevent unauthorised disclosure of personal data.

## 12. Data Security

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We implement appropriate technical and organisational measures to protect your personal data:

### 12.1 Technical Measures

- **Encryption:** Data encrypted in transit (TLS/SSL) and at rest
- **Access Controls:** Secure password policies with minimum complexity requirements
- **Multi-Factor Authentication:** For staff accessing sensitive systems
- **Regular Security Updates:** Systems kept up to date with latest security patches
- **Firewall Protection:** Network security and intrusion detection
- **Anti-Virus/Anti-Malware:** Regular scanning and protection
- **Secure Backup Systems:** Regular encrypted backups stored securely
- **Secure File Transfer:** Encrypted methods for sharing sensitive documents

### 12.2 Organisational Measures

- **Staff Training:** Regular data protection and security awareness training
- **Access Controls:** Role-based permissions ensuring staff only access data necessary for their role
- **Data Protection Impact Assessments:** For new services or high-risk processing
- **Clear Policies and Procedures:** Written guidelines for data handling
- **Regular Security Audits:** Internal and external security reviews
- **Data Breach Procedures:** Clear incident response plan
- **Clean Desk Policy:** Physical security measures in offices
- **Secure Disposal:** Confidential shredding and secure digital deletion

### 12.3 Third Party Security

We carefully vet service providers and ensure they maintain appropriate security standards through:

- Due diligence assessments
- Data Processing Agreements
- Regular compliance reviews

### 12.4 Your Responsibilities

To help protect your data:

- Keep your login credentials confidential



- Use strong, unique passwords
- Log out of your account after use
- Report any suspicious activity immediately
- Keep your contact information up to date

## 13. Data Breaches

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In the unlikely event of a data breach that risks your rights and freedoms:

- We will notify the ICO within 72 hours of becoming aware
- We will inform affected individuals without undue delay
- We will take immediate steps to contain and remedy the breach
- We will investigate the cause and implement measures to prevent recurrence
- We maintain a data breach register as required by the ICO

**If You Suspect a Breach:** Contact us immediately at [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk) or call +44 7365 225171.

## 14. Cookies and Tracking Technologies

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This section constitutes our Cookie Policy and explains what cookies are, which cookies we use, why we use them, and how you can manage your preferences.

### 14.1 What Are Cookies?

Cookies are small text files placed on your device (computer, tablet, or mobile) when you visit a website. They are widely used to make websites work more efficiently and to provide information to website owners. Cookies do not give us access to your device beyond the information they store.

### 14.2 Our Cookie Consent

When you first visit our website at [newalternativepath.co.uk](https://newalternativepath.co.uk), you are presented with a cookie consent banner. You may accept or decline non-essential cookies at that point. Strictly necessary cookies are set automatically as they are required for the website to function and cannot be disabled through the consent banner.

You may update your cookie preferences at any time by clearing your browser cookies and revisiting our site, or by using your browser settings (see Section 14.5).



### 14.3 Categories of Cookies We Use

- **Strictly Necessary Cookies:** These are essential for the website to function correctly. They enable core features such as page navigation, security, and session management. They cannot be switched off.
- **Analytics Cookies:** These help us understand how visitors interact with our website by collecting anonymous information about pages visited and time spent on site.
- **Functional Cookies:** These enable the website to remember choices you make (such as language or display preferences) to provide a more personalised experience.
- **Marketing Cookies:** These may be used to build a profile of your interests and show you relevant adverts. They only operate with your consent.

### 14.4 Cookies We Use — Full List

The table below provides details of the specific cookies currently in use on our website:

Cookie Name	Category	Purpose	Duration	Provider
Session Cookie	Strictly Necessary	Maintains session state while browsing	Session only	newalternativepath.co.uk
Cookie Consent	Strictly Necessary	Stores your cookie preferences	12 months	newalternativepath.co.uk
_ga	Analytics	Google Analytics — distinguishes users	2 years	Google LLC
_gid	Analytics	Google Analytics — session identifier	24 hours	Google LLC
_gat	Analytics	Google Analytics — rate throttle	1 minute	Google LLC
Preferences	Functional	Remembers language/display preferences	6 months	newalternativepath.co.uk
Marketing Cookies	Marketing	Targeted advertising (consent only)	Up to 90 days	Third-party networks

*Third-party cookies (e.g., Google Analytics) are set by Google LLC. Google's own privacy policy applies to data collected by these cookies. You can review it at [policies.google.com/privacy](https://policies.google.com/privacy).*

### 14.5 Managing Your Cookie Preferences

You can manage or disable cookies in the following ways:

- Use our cookie consent banner when you first visit the site
- Adjust your browser settings to block or delete cookies



- Use the Google Analytics opt-out add-on: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout)

Guidance on managing cookies in common browsers:

- Google Chrome: [support.google.com/chrome/answer/95647](https://support.google.com/chrome/answer/95647)
- Mozilla Firefox: [support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer](https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer)
- Safari: [support.apple.com/en-gb/guide/safari/sfri11471/mac](https://support.apple.com/en-gb/guide/safari/sfri11471/mac)
- Microsoft Edge: [support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge](https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge)

## 14.6 Changes to Our Cookie Use

We may update the cookies we use from time to time as our website evolves. Any material changes will be reflected in an updated version of this section and communicated through the cookie consent banner on your next visit.

## 15. Marketing Communications

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### 15.1 Consent

We will only send you marketing communications if you have:

- Explicitly opted in to receive them, OR
- You are an existing client and we are marketing similar services (soft opt-in under PECR)

### 15.2 What We May Send

With your consent, we may send:

- Information about our services and new offerings
- Educational resources and guidance materials
- Application deadline reminders
- Success stories and case studies
- Surveys and feedback requests
- Event invitations and webinars

### 15.3 Unsubscribe

You can unsubscribe from marketing communications at any time by:

- Clicking the 'unsubscribe' link in emails
- Replying 'STOP' to SMS messages
- Contacting us at [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk)
- Updating your preferences in your account settings



Immediate Effect: We will stop sending marketing within 48 hours of your request.

Service Communications: Unsubscribing from marketing will not affect essential service communications (e.g., appointment confirmations, payment receipts).

## 16. Links to Other Websites

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Our website may contain links to third-party websites, including:

- University and college websites
- Educational resources and tools
- Social media platforms
- Partner organisations

**Important: We are not responsible for the privacy practices of these external sites. We recommend you review their privacy policies before sharing personal data.**

## 17. Social Media

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We maintain a presence on social media platforms (e.g., Facebook, Instagram, LinkedIn). When you interact with our social media:

- The platform's privacy policy applies to data collected through their site
- We may collect publicly available information you share
- We do not collect personal data from social media without your consent
- We do not use social media data for purposes beyond engagement and marketing

## 18. Changes to This Privacy Policy

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We may update this privacy policy from time to time to reflect changes in:

- Our services or business practices
- Legal or regulatory requirements
- Technology or security standards
- Best practice recommendations from the ICO

**Notification of Changes: We will notify you of significant changes by:**

- Email notification (if you have an account with us)
- Prominent notice on our website homepage



**Minor Changes:** For minor updates (e.g., contact details), we will update the “Last Updated” date at the top of this policy.

**Version History:** Previous versions are available upon request by contacting [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk).

**Your Continued Use:** Continued use of our services after changes constitutes acceptance of the updated policy.

## 19. Your Right to Complain

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We take privacy concerns seriously and aim to resolve any issues promptly. If you are unhappy with how we handle your personal data:

### Step 1: Contact Us First

Please contact us at [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk) so we can try to resolve your concerns.

### Step 2: Escalate to the ICO

If you remain dissatisfied, you have the right to complain to the supervisory authority:

**Organisation:** Information Commissioner’s Office (ICO)

**Website:** [www.ico.org.uk](http://www.ico.org.uk)

**Helpline:** 0303 123 1113

**Live Chat:** Available on ICO website

**Address:** Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

**Online Reporting:** [ico.org.uk/make-a-complaint](http://ico.org.uk/make-a-complaint)

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## 20. Contact Us

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If you have any questions about this privacy policy or how we handle your personal data, please contact:

### Data Protection Officer:

New Alternative Path has appointed a Data Protection Officer in accordance with UK GDPR Article 37. Our appointed DPO with role title Data Protection Officer, Christo, can be contacted at:



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✉ [office@newalternative.co.uk](mailto:office@newalternative.co.uk) ☎ 07365 22517 🌐 <https://newalternative.co.uk/>

**Email:** [christo@newalternative.co.uk](mailto:christo@newalternative.co.uk)

**Post:** FAO: Data Protection Officer, New Alternative Path Ltd, 44 Broadway, London E15 1XH, United Kingdom

The DPO is responsible for overseeing our data protection strategy, ensuring compliance with UK GDPR and the Data Protection Act 2018, and acting as the primary point of contact for data subjects and the ICO on all data protection matters.

*If you wish to exercise your data subject rights, report a suspected breach, or raise a data protection concern, please contact the DPO directly at [christo@newalternative.co.uk](mailto:christo@newalternative.co.uk). You may also reach us at [privacy@newalternative.co.uk](mailto:privacy@newalternative.co.uk) for general privacy enquiries.*

#### **General Enquiries:**

**Email:** [info@newalternative.co.uk](mailto:info@newalternative.co.uk)

**Phone:** +44 7365 225171

**Post:** 44 Broadway, London E15 1XH, United Kingdom

Response Time: We aim to respond to all enquiries within 5 working days.

## **21. Acceptance of This Policy**

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By using our services or providing us with your personal information, you acknowledge that you have:

- Read and understood this privacy policy
- Understood how we collect, use, and share your data
- Been informed of your rights under UK GDPR

If you do not agree with this policy, please do not use our services or provide personal data.

## **Appendix A: Glossary**

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**Personal Data:** Information relating to an identified or identifiable individual (e.g., name, email, address)

**Special Category Data:** Sensitive personal data including health information, ethnicity, religious beliefs, sexual orientation



**Data Controller:** The organisation that determines the purposes and means of processing personal data. New Alternative Path acts as controller when collecting and using student data for its own consultancy services.

**Data Processor:** An organisation that processes personal data on behalf of a controller, under their instructions. New Alternative Path acts as a processor when handling student data on behalf of a partner university.

**Data Processing Agreement (DPA):** A contract between a data controller and data processor setting out how personal data must be handled, as required by UK GDPR Article 28

**Processing:** Any operation performed on personal data, including collection, storage, use, sharing, or deletion

**UK GDPR:** The UK's version of the General Data Protection Regulation, effective from 1 January 2021

**ICO:** Information Commissioner's Office — the UK's independent data protection regulator

**DPA 2018:** Data Protection Act 2018 — UK legislation supplementing UK GDPR

**PECR:** Privacy and Electronic Communications Regulations — governs marketing communications and cookie consent

**IDTA:** UK International Data Transfer Agreement — the lawful mechanism for transferring personal data from the UK to countries without an adequacy decision

**Consent:** Freely given, specific, informed and unambiguous agreement to processing of personal data

**Legitimate Interest:** A legal basis for processing when necessary for legitimate business purposes, balanced against individual rights

**Data Subject:** The individual whose personal data is being processed

**Subject Access Request (SAR):** A formal request from an individual to access a copy of their personal data held by an organisation

**Data Protection Officer (DPO):** A designated individual responsible for overseeing an organisation's data protection strategy and compliance with UK GDPR

**Cookie:** A small text file placed on a user's device by a website, used to store information about the user's session or preferences

## Appendix B: Quick Reference — Your Rights

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Right	What It Means	How to Exercise It
Access	Get a copy of your data	Email <a href="mailto:privacy@newalternative.co.uk">privacy@newalternative.co.uk</a>
Rectification	Correct inaccurate data	Contact us with corrections



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Erasure	Delete your data	Submit deletion request
Restrict	Limit how we use your data	Request restriction in writing
Portability	Get data in portable format	Request data export
Object	Stop certain processing	Email or call us
Withdraw Consent	Cancel permission given	Unsubscribe or contact us

*This privacy policy is compliant with UK GDPR, Data Protection Act 2018, and ICO guidance current as of April 2026.*