

## How do we collect information from you?

In each case, you have certain rights, including how to get a copy of your data, how to get it corrected or deleted, and how to complain. These rights are set out in more detail below.

### • Course enquiries

If you contact us to ask for more information about a study programme, or a general query about College life, we may ask you for your contact details and areas of interest to help us fulfil your request and send you the required information. We may also ask you how you found out about the College or what prompted your enquiry, which we'll use to help improve our marketing communications. This data will be held for a maximum of two years.

### • Event registration

To help us create a brilliant experience for you when you visit one of our open events, we will collect some basic information from you when you register in advance for an event, or when you attend. We are likely to collect information like your name, contact details, and the subject areas you are interested in studying. When we collect your data we will ask your permission for the College to contact you with further information about studying at the College.

### • Social media

If you choose to contact us privately through social media, we may ask you to provide contact details to help us fulfil your enquiry through another channel (for example, a telephone number).

### • Phone calls

When you contact us by telephone, the information you supply will enable us to connect your call to an appropriate member of staff and fulfil your enquiry. In the event that we can't fulfil your enquiry at the point of contact, we may collect contact information which will enable us to resolve your query at a later date.

### • Google Analytics

We've authorised a third party service, Google Analytics, to record and collect information about how visitors use our website. This helps us to make sure we continue to provide the most relevant and useful information for visitors, and that it's easy to find. We do this by looking at the number of visitors to the various parts of the site and the actions they take on those pages. This information is processed and analysed in a way which does not identify anyone and is held in Google Analytics for 38 months.

### • Site search

We collect data on the search terms used on our website to help us understand the types of information most useful to our visitors. This information is processed anonymously.

### • Course applications

The way we deal with the personal information you provide when applying for a course is provided in a Privacy Notice at the start of the online application process.

## **Security**

We are committed to ensuring that 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.

## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.