



MidKent College

MAIDSTONE CAMPUS

Tonbridge Road, Maidstone, Kent ME16 8AQ. Telephone: 01622 691555

www.midkent.ac.uk

Alumni Privacy Notice

Dated April 2025

Version 1.0

This privacy notice has been prepared in accordance with the General Data Protection Regulation (EU) 2016/679 (“GDPR”) and the Data Protection Act 2018.

This privacy notice specifically refers to MidKent College’s use of data collected through the College Alumni Network.

Purpose of Processing

This Privacy Notice outlines how the Midkent College uses, and manages the personal information of individuals in accordance with data protection law.

Midkent College will maintain contact with and provide services to alumni, and supporters of the college as part of the college’s marketing, recruitment, and engagement services. This will mean that certain staff members will also have their data processed in support of these services. Supporters can include parents, donors, mentors, employers, researchers, policymakers, and advocates. We process personal data to ensure you are informed about university services and support particularly about the things about which you are most interested.

Midkent College is a data controller for the information it holds about you. (See the Information Commissioner’s Office Data Protection Register Number Z6528598)

What personal data is collected

During our Alumni sign up process Midkent College will collect your Full name, preferred mobile number and contact email address and postal address

We may also connect data, opinions and information from surveys which may be personally identifiable alongside educational achievement and progression data details.

Special category data

We will collect about you only in connection with meeting, events or any accessibility needs including disability, dietary requirements from information you have provided to us to help us meet your needs.



Principal & Chief Executive: Simon Cook

Other Campus: Medway Campus, Medway Road, Gillingham, Kent ME7 1FN. Telephone: 01634 383000

MidKent College is a partner college of the University of Kent

How data is collected

Midkent College will collect your information through online Microsoft forms, cookies, social media platforms, from Midkent College student records where available for marketing purposes and within retention policies.

Data will be collected via newsletters (Sharpspring), social media (Facebook, Instagram, LinkedIn, TikTok), website (Joomla) and direct mail postal.

Lawful Basis for Processing

Midkent College will collect data for marketing purposes where consent is provided from the data subject. The legal basis for data processing is consent.

Who we share data with and storage

To deliver targeted marketing and campaigns

To generate and contact individuals who may wish to join the Alumni

To delivery personalised content through email campaigns and review the performance analytics.

To manage and run event for the Alumni. We will request feedback for improvement, further alumni engagement.

Retention Period and Criteria

Retention of information is aligned to the College Retention Policy

Individuals can opt out of the network by emailing us at alumni@midkent.ac.uk where they will be removed from the central database.

To opt out of emails, individuals can unsubscribe following the link at the bottom of each newsletter. They will be able to remove themselves from social media groups such as Facebook and LinkedIn.

Should the Alumni no longer operate within the college data will be retained as per the college retention policy and recontact with the data subject.

Data Subject Rights

The GDPR provides certain rights that individuals may exercise in respect of their own personal data. If you would like to exercise any of the rights in the GDPR, in respect of personal data you have submitted, please contact the Data Protection Officer using the contact details below.

Please note that there may be some circumstances in which your request cannot be complied with – for instance if we have a legal obligation to keep data, or to process it in a particular way. All requests to exercise GDPR rights will be handled on a case-by-case basis

Identity and Contact Details of Controller

MidKent College is the controller of your personal data. Any responses and personal data submitted under this survey and any relevant follow up phone calls will not be processed by a third party or any other processor.

If you have any questions about this notice or the ways in which we use your personal information, please contact our Data Protection Officer:

- Post: Data Protection Officer, MidKent College, Medway Campus, Medway Road, Gillingham, Kent, ME7 1FN
- E-Mail: Data.Protection@midkent.ac.uk
- Telephone: 01634 383000

Right To Lodge A Complaint

If you are dissatisfied with the way we are managing your personal data, please let us know in the first instance by contacting our Data Protection Officer on the above details.

If you remain dissatisfied, you are entitled to raise your concerns with the Information Commissioner's Office via [Information Commissioner's Office](#)