



Wirral Met College

Privacy Policy - Marketing

Last updated: 21.5.18

Wirral Met College is committed to protecting your personal information and being clear about what information we collect from you and how we use it. This privacy statement outlines how we process personal information in accordance with the General Data Protection Regulation.

1. How do we collect information?

Wirral Met College will obtain personal information from you:

- a. when you enquire by phone, letter, SMS, email or online about our study programmes, courses and/or services
- b. when you apply for courses online or on an application form
- c. when you enrol with us
- d. when you pay for a course including by debit/credit cards or direct debit
- e. when you register to join our alumni
- f. when you complete a case study form
- g. when you consent for us to use your photos or include you in College marketing videos
- h. when you register for an event
- i. via our website: click for details of our [terms and conditions of website use](#)

2. What information does the Marketing team collect?

- a. The types of personal information collected might include names, date of birth, email address, postal address, telephone/mobile numbers, gender, current school, your qualifications and/or your employment status.
- b. If you are registering to join our alumni or you have agreed to complete a case study form, we may collect details of your course, where you work, which university you progress to, which school you went to before college, and any quotes you provide us with.

3. How / why do we use this personal information?

- a. We will use information you provide us to communicate with you about the course/study programme, events or College services you are interested in.
- b. You can opt-in to receive marketing communications such as e-newsletters.
 - i. All marketing communications will include a simple way you can unsubscribe from future communications or update your preferences.
- c. We use your personal information to help ensure any information and advice we send to you is relevant and useful, such as e-newsletters with details about open evenings and news stories about the course you are applying for.

- d. If you agree to become a case study for the College, to help us promote student successes, we will collect your consent at the time you complete the case study information and agree to allow us to use your photo. We will use case study information and photo(s) for up to three years and the data/photo will be deleted thereafter.
- e. If you agree to become part of a promotional video for the College, we will collect your consent at the time we start filming the video. We will promote the video for up to three years although it may still be available online thereafter.
- f. **Social media**
 - i. If we engage with each other through social media, we may collect information contained in your comments, likes, voting or private messaging functions from any of the social media links available to you within the College's website wmc.ac.uk.
 - ii. Any personal information you choose to share could be accessed by the public worldwide if you choose to share any content on this site, or on any of our social media sites (Facebook, Twitter, YouTube, Pinterest, Instagram, LinkedIn or Google+). This includes disclosing personal information if you engage with Wirral Met social media, such as posting comments on our Wirral Met Facebook page, sending us a private message, uploading a video or tweeting us.
 - iii. Please remember, when you engage with Wirral Met social media, such as our Facebook page or Twitter feed, comments you may post are live as soon as you publish them. We do not check and approve them beforehand. We will remove inappropriate posts and may take disciplinary or legal action as appropriate.

4. Will we disclose the personal information we collect to third parties?

- a. We may need to share your information, only where necessary, with external agencies which we work with, for example our website agency which supports the processing of online applications and enrolments, or online customer relationship management services which enable us to keep you updated with details of events and to send you e-newsletters. In these cases, we set up formal data sharing agreements to protect your personal information.

5. How long do we keep your data?

- a. We store your data on our Management Information System or customer relationship management databases.
- b. We will use your case study details for up to three years eg in prospectuses or on the College's website. Please note that where a case study is released on social media, this information may be visible for several years.
- c. Once the timescale for retaining your data is passed, we will delete the data securely.

6. How do we protect personal information?

- a. We use a secure server when you enter your online application form and enter into any money transactions via our website.
- b. Your case study forms are saved on your personal record on our Management Information Service database.

- c. Wirral Met College has rigorous IT network controls in place to safeguard your data including data access control lists, and controlled/monitored printing/scanning.

7. Your consent

You may provide us with your consent through the following ways:

- a. Online enquiry form
- b. Online application form
- c. Enrolment form
- d. Consent forms covering:
 - o Case study details
 - o Photo(s)
 - o Video
- e. Alumni registration
- f. E-newsletter registration
- g. Event booking online at wmc.ac.uk
- h. Event enquiry form

Please note, there is no statutory or contractual obligation for you to provide this information to us, other than for the enrolment form which will enable you to complete your enrolment with the College.

You may change or withdraw your consent for Marketing activities at any time by sending an email to FOIEnquiries@wmc.ac.uk or Marketing@wmc.ac.uk or you can write to Student Records, Wirral Met College, Conway Park Campus, Europa Boulevard, Birkenhead CH41 4NT.

8. Terms and conditions of website use

- a. Wirral Met College operates www.wmc.ac.uk referred to as 'our website'. If you browse and use our website, you are agreeing to comply with the following terms and conditions of use.
- b. [Click for details of the terms and conditions of our website use.](#)

9. How do we use 'Cookies'?

- a. Cookies are text files which identify a user's computer to our server. Wirral Met's website uses cookies to provide users with the functionality contained within our website, and produce anonymous information to help analyse website traffic, usage and behaviour, so we can improve the visitor experience to our website.
- b. Should you wish to control or delete cookies, you can do this through your browser settings. Please be aware that controlling or blocking cookies may impact the functionality of this website. The 'Help' function within your browser should tell you how.
- c. Alternatively, you can visit www.aboutcookies.org which contains comprehensive information on how to control or delete cookies on a wide variety of browsers.
- d. [Click for details of our Cookie Policy.](#)

10. Your right to access your data

- a. You have the right to ask for a copy of the information we hold about you (for which we may charge a small fee) and to have any inaccuracies in your information corrected.
- b. Please email FOIEnquiries@wmc.ac.uk for details.

11. How to make changes to your personal data

- a. If your personal details change, please help us to keep your information up to date by notifying us:
- b. Email Consent@wmc.ac.uk
- c. Write to Student Records, Wirral Met College, Conway Park Campus, Europa Boulevard, Birkenhead CH41 4NT

12. Who is Wirral Met's Data Controller?

- a. Wirral Met College's Data Controller is the Assistant Principal MIS and you can contact them as follows:
 - o Data Controller, Conway Park Campus, Europa Boulevard, Birkenhead CH41 4NT
 - o Email: FOIEnquiries@wmc.ac.uk

13. Your right to complain to the Information Commissioner's Office (ICO)

- a. If you wish to complain about the use of your personal data, we would ask you first to contact Wirral Met College's Data Controller (see 11. Above)
- b. If you are not satisfied with the way your complaint has been handled, you can contact the Information Commissioner's Office (ICO) via ico.org.uk.

14. Changes to this Privacy Policy - Marketing

We regularly review and, where necessary, update our Privacy Policy – Marketing at any time. If we make changes to this privacy statement to reflect updates to the College's practices and procedures, we will place an alert on the homepage of our website and on the College's Virtual Campus. If we plan to use your personal information for a new purpose, we will communicate this to you before we start any new processing.

15. Linked Policies

[Data Protection Policy](#)

[Data Retention Schedule](#)

[Freedom of Information Policy](#)

[Terms and conditions of our website use](#)

[Cookie Policy](#)