



**Wirral Met College**

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# Privacy Policy - Marketing

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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. Notice about how we use your personal information**

We are the data controller of personal information about you.

We are: Wirral Metropolitan College.

Our address is: Conway Park Campus, Europa Boulevard, Birkenhead CH41 4NT.

Our Data Protection Officer is Will Jerram – Assistant Principal MIS.

If you have any questions about this policy or the ways in which we use your personal information, please contact our Data Protection Officer at Conway Park Campus, Europa Boulevard, Birkenhead CH41 4NT.

This privacy notice has been prepared in accordance with the General Data Protection Regulation (EU) 2016/679 (“GDPR”) 2018 and the Data Protection Act 1998.

## **2. The information that you give us**

As part of your research about relevant courses and your admission to the College, we may collect your personal details as follows:

- 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

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.

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.

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

### **3. The uses made of your personal information**

We will use your information to communicate with you about the course/study programme, events or College services you are interested in. You can choose to opt-in to receive marketing communications such as e-newsletters; all marketing communications will include a simple way you can unsubscribe from future communications. 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.

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 five years and the data/photo will be deleted thereafter.

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 five years although it may still be available online thereafter.

#### **Social media**

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](http://wmc.ac.uk).

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, Instagram, or LinkedIn). 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.

### **4. How long we keep your personal information**

Records' Management facilitates the efficient running of an organisation. The College's records are important sources of administrative, evidential and historical information. It helps to ensure that the College conducts itself in an orderly, efficient, equitable and accountable manner, it protects the interest of the College, its employees, students and stakeholders and can provide continuity in the event of a disaster.

Please refer to the Data Retention Policy (available at <https://www.wmc.ac.uk/about-us/college-documents>)

### **5. How do we share your personal and sensitive personal information**

When you engage with us through an online enquiry form, application form or enrolment form, your data is processed via secure links between our website and our Management Information System; your payment details are processed via secure links to Wisepay.

## 6. How we transfer your personal information outside Europe

We do not store or transfer your personal data outside Europe.

## 7. Your rights over your personal information

You have a number of rights over your personal information, which are:

- the right to make a complaint to the Information Commissioner's Office (ICO) if you are unhappy about the way your personal data is being used – please refer to the ICO's website for further information about this (<https://ico.org.uk/>);
- the right to ask us what personal information about you we are holding and to have access to a copy of your personal information;
- the right to ask us to correct any errors in your personal information;
- the right, in certain circumstances such as where we no longer need your personal information, to request that we restrict the use that we are making of your personal information;
- the right, in certain circumstances, to ask us to review and explain our legitimate interests to you; and
- the right, where our use of your personal information is carried out for the purposes of an agreement with us and is carried out by automated means, to ask us to provide you with a copy of your personal information in a structured, commonly-used, machine-readable format.

## 8. Changes to our Marketing Privacy Policy

We keep our Privacy Policy under regular review. It is published on our website.

**Linked Policies** (available at <https://www.wmc.ac.uk/about-us/college-documents>)

[Data Protection Policy](#)

[Freedom of Information Policy](#)

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

[Cookie Policy](#)