

Policy and Procedure Title	Privacy Policy
Date Approved	September 2017
Approved by	Executive
Date of Equality Impact Assessment	
Next Review Date	September 2019
Executive Lead	VP PPM
Applicable to:	All Website Visitors
Accessible to:	All Website Visitors

## Privacy Policy

At Loughborough College we aim to be open about the way our site works to collect user data, we are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

The Loughborough College websites use cookies. By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

### What information do we collect?

We collect, store and use the following kinds of personal information:

- (a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views, and website navigation)
- (b) information that you provide to us for the purpose of registering with us for Open Days, Course Enquiries, Course Applications, Competitions and Prospectus requests will be used in accordance with Loughborough College's Data Protection Policy.

### Cookie use policy

We want to be open about our use of cookies on Loughborough College websites.

A cookie consists of a piece of text sent by a web server to your web browser, which is then stored by your browser. The information is then sent back to our web server each time your browser requests a page from the server. This enables the web server to identify individual web browsers. It does not contain personally identifiable information such as your name or other personal details – simply a unique identifier relevant to you.

We also use other web services provided by other companies to improve the experience for users of Loughborough College websites and to help us review how we improve our service for users and commercially.

### Google Analytics and Adwords

We use Google Analytics to analyse the use of this website. Google Analytics generates anonymous statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at:

<http://www.google.com/privacypolicy.html>

AdWords also uses cookies. It helps us to identify adverts that have been successful by adding a cookie to a person's computer when the person clicks an ad. This cookie lasts 30 days and does not collect or track personally identifying information. People can disable Google's Conversion Tracking cookie in their Internet browser's user preferences settings.

### Remarketing

Remarketing is a way for us to connect with you, based upon your past interactions with the Loughborough College website. Third-party vendors may be used by Loughborough College to perform remarketing services. As a result, third-party vendors, including Google, may show Loughborough College ads on sites on the internet. Third-party vendors, including Google, use cookies to serve ads based on a user's prior visits to Loughborough College's website.

To opt out of customized Google Display Network ads [click here](#). To find out more about how Google uses any data it collects please visit [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html).

Any information collected is used only for remarketing purposes and will not be used by them for any other purpose.

### How do I block cookies from these services?

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites, including this one.

If you want to manage privacy we recommend you install Ghostery which gives you a chance to learn more about each service it identifies on a site and block their cookies or Scripts. It gives information on how they describe themselves, a link to their privacy policies.

### Using your personal information

The information that you have provided will be used to improve our services and enable us to contact you about future opportunities at Loughborough College. Loughborough College collects data about potential students for various administrative, academic, health, safety and other legitimate reasons. Due to the Data Protection Act 1998, it is important for you to be aware that your details as given may be used for the purposes outlined above.

Personal information will not be shared with or used by any third party.

### Disclosures

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any legal proceedings or prospective legal proceedings;

(c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);

(d) to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and

(e) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

Except as provided in this privacy policy, we will not provide your information to third parties.

## Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

We may also notify you of changes to our privacy policy by email.

## Your rights

You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to:

(a) the payment of a fee (currently fixed at £10.00); and

(b) the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

We may withhold such personal information to the extent permitted by law.

You may instruct us not to process your personal information for marketing purposes, by sending an email to [marketing.info@loucoll.ac.uk](mailto:marketing.info@loucoll.ac.uk). In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes.

## Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

## Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

## Contact

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to [marketing.info@loucoll.ac.uk](mailto:marketing.info@loucoll.ac.uk) or by post to Loughborough College, Digital Communications, Radmoor Road, Loughborough, LE11 3BT