

Privacy Policy

At Loughborough College we aim to be open about the way our websites work 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.

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

Loughborough College websites this policy applies to includes:

- <https://www.loucoll.ac.uk>
- <http://www.radmoorcentre.co.uk/>
- <http://www.radmoornursery.co.uk/>
- <https://international.loucoll.ac.uk/>

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 college websites (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, Prospectus requests, Newsletters, Enquiries & promotional offers.

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 college websites. 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.

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.

Mailchimp – Email Client

We use MailChimp as our marketing automation platform to distribute personalised and branded emails to you. Your data is stored securely on this platform and has restricted access from college personnel. Where you have explicitly consented for us to do so we may send emails about college services and offers. You may also receive promotional emails from Loughborough College where you are an existing user of College products and services.

There are also legitimate reasons for us to contact you via MailChimp. For example, if you have made an application to study at the college we may use MailChimp to invite you in to college for an interview, taster session, pre-programme experience, enrolment or other event as part of the application process.

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at marketing.info@loucoll.ac.uk. We will always treat your

information with respect. You agree that we may process your information in accordance with these terms.

Your personal data when processed through Mailchimp is hosted in the United States. Mailchimp have certified their agreement with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Frameworks.

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 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 except where specified.

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 regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we have not previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

Your rights as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided in the contact us section at the bottom of this policy.

Your right to complain

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at www.ico.org.uk/concerns or write to them at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

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@loughborough.ac.uk or by post to Loughborough College, Digital Communications, Radmoor Road, Loughborough, LE11 3BT