

## **Privacy Notice about how we use your personal information**

We are the data controller of personal information about you. We are: Shrewsbury Colleges Group.  
Our address is:

Shrewsbury Colleges Group,  
Priory Road,  
Shrewsbury,  
Shropshire.  
SY1 1RX

Our Data Protection Officer is Mark Brown, Group Vice Principal – Quality, Apprenticeships & Information. 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:

Shrewsbury Colleges Group,  
London Road,  
Shrewsbury,  
Shropshire.  
SY2 6PR  
dpo@scg.ac.uk  
01743 342342

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

### **An Enquirer to the College**

As an Enquirer to the College the following privacy information may be of interest to you.

Please note that on occasions we may process “special categories” of information about you. This information may include photographs and videos of you, your ethnic origin, health, or your trade union membership.

*Please note; if viewing this document electronically each section expands to give more detail.*

### **The information we collect about you**

#### **Admissions Enquiries**

As part of your enquiry, the College may collect your personal details including: your name, address, date of birth, email address, first and second language, dates of attendance, exam/test results, religion, ethnicity, health information, gender, special needs details, and former school.

To facilitate the process of providing engagement and taster activities to enquirers, the College may use online and video conferencing facilities, e.g. Microsoft Teams, which may include digital recording of both audio and video of enquirers. If this takes place enquirers will be made aware of the record.

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Enquirers may choose not to be recorded by muting their audit and video connections. Recordings are stored and controlled by the College. The College does not share these recordings publicly unless specific consent is granted.

### ***Administration of Enquiries***

As part of the Administration of Enquiries the College may collect your personal and educational details including: your name, address, email address, date of birth, exam results, attendance, first and second language, dates of attendance, ethnic origin, health records/conditions (inc. mental health), special needs details, gender data, intended destination, and former school.

### ***Marketing***

For marketing purposes, we collect names, addresses, dates of birth, email addresses, former school information, year group, achievements, and destination.

### **The way we use your personal data**

#### ***Admissions Enquiries***

We will use your information to manage and administer your enquiry. This will include putting together class lists, for sending event invitations, for communicating with you, for putting together reports and registers, to consider whether to offer places to students, and to consider whether special provision or assistance is required.

To facilitate the process of providing engagement and taster activities to enquirers, the College may use online and video conferencing facilities, e.g. Microsoft Teams, which may include digital recording of both audio and video of enquirers. If this takes place enquirers will be made aware of the record. Enquirers may choose not to be recorded by muting their audit and video connections. Recordings are stored and controlled by the College. The College does not share these recordings publicly unless specific consent is granted.

#### ***Administration of Enquiries***

We will use your information to manage and administer your enquiry. This will include information for making registers, communications, reports, employer information (for example for apprentices and day release students) and to identify pupils who cannot be used for marketing photos.

### ***Marketing***

We will use your information to: communicate with you regarding events and courses of interest, to measure progression and destinations, to promote the achievements of our students.

### **The legal basis on which we collect and use your personal information**

Generally, the information is processed as part of our public interest task of providing education to you.

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Where that information is special category personal information (e.g. criminal convictions, medical information) we will process it because there is a substantial public interest for us to do so.

Where you have previously studied at the College or commenced an application process with us before, then we will send you Marketing information about the courses we provide on the basis of our legitimate business interests. In doing so, we will comply with the requirements of the “soft opt in” and offer you an opportunity to refuse marketing when your details are first collected and in subsequent messages (by way of own unsubscribe).

Any other Marketing we carry out will be on the basis of consent.

**How long we keep your personal information**

Generally, the College keeps data for 6 academic years, including academic year in which it was created.

There are some exceptions to this approach; these are highlighted below and detailed in the College Data Retention Policy.

**Admissions**

Details of enquiries that do not progress to applications are kept for 4 academic years, including academic year in which it was created.

Recordings of enquirers, are stored until the end of the enrolment period, normally 30<sup>th</sup> September in the relevant academic year. Recordings with specific consent to share with the public will be retained for up to 6 academic years.

**How we share your personal information**

**Admissions Enquiries & Administration of Learning**

We may share the personal information that you give us with the following organisations (or types of organisation) for the following purposes.

Organisation/Type of Organisation	Purpose
Local Authorities -16-19 year old students	To allow them to fulfil their public duty to monitor progression from school into further education
Schools -16-19 year old students	To allow them to fulfil their public duty to monitor progression from school into further education
Employers -Apprentices or Employer Sponsored students	To allow them to support the learning of their employees

We may also share your personal information with third parties who provide services, as processors, to the College.

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Organisation/Type of Organisation	Purpose
SharpSpring	Provider of mass email services
CIVICA PLC	Provider of student records
Mobile Services	Providers of bulk texting solutions

## **Marketing**

We do not share your personal information with any other organisation.

We do use an emailing solution as a processor; SharpSpring and Survey Monkey. Some large scale Marketing communications, e.g. Newsletters, are sent using these services. The only information transferred is your email address.

## **How we transfer your personal information outside Europe**

We do not store your personal data outside Europe.

We do use some United States based providers as data processors; SharpSpring and Survey Monkey. Some large scale communications with the student body, e.g. Newsletters, are sent using this service. The only information transferred is your email address.

Organisation: SharpSpring

Service: Provider of bulk email services.

Privacy Notice: <https://sharpspring.com/legal/privacy/>

Organisation: Survey Monkey

Service: Provider of surveying services.

Privacy Notice: <https://www.surveymonkey.com/mp/legal/privacy-policy/>

Organisation Type: Esendex

Privacy Notice: <https://www.esendex.co.uk/information-security-statement>

Service: Provider of bulk text services.

## **Automated decisions we take about you**

We do not make automated decisions using this information.

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**WILL WE MONITOR YOUR USE OF THE COLLEGE'S COMPUTERS**

We will monitor how you use the College's equipment and computers and what websites you go on when you are browsing the internet at College. This is because we have legal obligations to protect you, and we also have a legitimate interest in making sure you are using our computer equipment correctly and that you are not looking at any inappropriate content.

## **YOUR RIGHTS**

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 our use of your personal information is based on your consent and we have no other legal basis to use your personal information, to ask us to delete 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 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.

## **CHANGES TO OUR PRIVACY POLICY**

We keep our privacy policy under regular review and will update it from time to time to make sure it remains up-to-date and accurate.