

MARKETING

What this notice applies to

It applies to information we collect about:

People who use or may use our services. This includes for example:

- individuals who study a course with us
- employers who take a student on work experience or placement
- Individuals who attend events or webinars with us.
- Individuals who request information from us.

If you are asked to provide information to us, it will only be used in the ways described in this Privacy Notice.

The information that you give us

The College collects contact information such as your name and email address to share information about our courses when requested, and to book you onto an event, and takes photos of some students and staff for marketing purposes.

We only ask for as much information as we need to fulfil your enquiry, request or booking and meet our legal obligations. This might include, but it not limited to, the following:

- name, date of birth, profession, employer, current school
- contact information including, phone, email and postal addresses
- information about personal preferences and interests
- Access and dietary requirements
- website and email usage data.

The uses made of your personal information

- We use contact information to send you details of our courses or offering, including by e-newsletter, or by phone or mail.
- We use your name and contact details to book you onto an open day or other event to find out about our services when you ask us to
- We use your access or dietary requirements to ensure provision is made for you at events or meetings.
- We use information collected for events such as what school you are from, or subjects/ types of course you are interested in, in aggregate form to analyse trends and interest levels to continually improve and inform the college provision.
- We gather anonymous statistics about how effective our marketing material is
- We use website and email usage data in aggregate to inform performance and improvements of our email communications and website and to improve the relevance of communications to you
- We use images of some students and staff on our website, prospectus and other publications for marketing purposes with the consent of those involved
- We occasionally use the names of some students and staff in articles on social media, in the press, and on websites to share good news stories.

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

- We seek your consent to contact you via email or phone about services, products, offers and other things provided by us which we think may be relevant to you.
- We seek your consent to collect and use your personal information in this way. If you sign up to receive one of our e-newsletters or email updates through one of our websites, event registrations or request to receive one of our publications, we will explicitly ask for your consent to contact you by email and to keep your details on file.
- We only use these details to provide the service you have requested and for other closely related purposes. For example, we might use information about people who have requested a publication to carry out a survey to find out if they are happy with the level of service they received. When people do subscribe to our services, they can cancel their subscription at any time and are given an easy way of doing this. You have the right at any time to unsubscribe and can do so by clicking unsubscribe on the email or by emailing marketing@jcc.ac.uk.
- We collect data to provide a service such as an event or webinar, in order to comply with our contractual obligations
- We seek consent from our students to use photos in marketing materials such as on our website or in a prospectus. We collect this from enrolment and we check that we have consent in place before we take any photos.
- If we wish to use other personal information, for example your name in an article or social media post, we will always ask you first.

How long we keep your personal information

We will keep this data for as long as you are subscribed to our communications. Should you unsubscribe, we will remove your details from any mailing lists, but will retain your details for historic reporting purposes only.

We retain images used for marketing for up to 5 years after collection, for the life of the publication/ communication and for historical archiving purposes.

How we share your personal information

- We do not sell or rent your personal information to others.
- We share your personal information within the marketing team, but only to those who need to know it. Or where interest is expressed in a particular service of the college, this data will be shared with that area or our business development or customer enquiry management team.
- We may use third party software tools and platforms for processing data or performing specialist services and functions. We will only ever use recognised suppliers who can demonstrate their compliance with GDPR.

How we transfer your personal information outside Europe

We do not transfer your personal information outside of the European Economic Area.

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 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 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.

Changes to our Privacy Notice

We keep our privacy notice under regular review. If any changes are made to our privacy notice in the future we will contact you.

How to contact us

If you want to make a complaint about the way we have processed your personal information, please contact:

Write to us:

Data Protection Officer
Joseph Chamberlain Sixth Form College
1 Belgrave Road,
Highgate Birmingham
B12 9FF

Call us: 0121 446 2200

Email us: dataprotection@jcc.ac.uk

If you have a data protection concern that cannot or has not been resolved by the College, you have the right to raise it with the data protection regulator, the Information Commissioner's Office (ICO)

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
<https://ico.org.uk/>

Joseph Chamberlain College Privacy Notice (updated August 2022)