

Privacy Notice about how we use your personal information

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

Shrewsbury College,
Priory Road,
Shrewsbury,
Shropshire.
SY1 1RX

Our Data Protection Officer is Mark Brown, 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 College,
London Road,
Shrewsbury,
Shropshire.
SY2 6PR
dpo@shrewsbury.ac.uk
01743 653000

This privacy notice has been prepared in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018, as amended from time to time.

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 or other information requiring additional protection under Data Protection Laws.

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. Enquirers may choose not to be recorded by muting their audio 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 support decisions about course offers and placement where applicable and to consider whether special provision or assistance is required.

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We may also analyse information provided at the enquiry stage, together with subsequent student data where applicable, to identify patterns and help us provide appropriate support and improve student outcomes.

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.

Where this includes special category personal data (such as health or ethnicity), we process it where it is necessary for reasons of substantial public interest and in line with our obligations as an education provider.

Where we process information relating to criminal convictions or offences, this is done in accordance with our legal obligations and the requirements set out in Data Protection Laws.

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

The College keeps personal data in line with its Data Retention Policy. This is typically, 6 academic years, including the 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 30th 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.

Organisation/Type of Organisation	Purpose
HubSpot	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 for their own purposes. However, we may use trusted third-party processors to support our services such as HubSpot and Survey Monkey. Some large scale Marketing communications, e.g. Newsletters, are sent using these services. The only information transferred is your email address.

Organisation: HubSpot

Service: Provider of bulk communication services.

Privacy Notice: <https://www.hubspot.com/data-privacy/gdpr>

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.

Organisation: Event Brite

Service: Provider of event administration and bookings

Privacy Notice: <https://www.eventbrite.co.uk/help/en-gb/articles/460838/eventbrite-privacy-policy/>

How we transfer your personal information outside UK

We do not routinely store your personal data outside the United Kingdom.

However, we do use some United States based providers as data processors; HubSpot 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. Where this occurs, we ensure appropriate safeguards are in place in accordance with Data Protection Laws.

Automated decisions we take about you

The College does not currently carry out automated decision-making that produces legal or similarly significant effects on individuals.

The College may use electronic systems, including data analysis tools, to assess attendance, engagement, and other indicators to help identify where additional support may be appropriate. This may include analysing patterns and trends in information collected at the enquiry stage and during a student's time at the College.

These systems support staff decision-making but do not replace human judgement. Decisions that significantly affect individuals are not made solely by automated means.

Where information is used in this way, appropriate safeguards are in place, including human oversight.

Monitoring of 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. Monitoring is proportionate and subject to appropriate oversight and is not used as the sole basis for decisions that significantly affect individuals.

YOUR RIGHTS

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

- the right to raise any concerns with the college in the first instance about how we use your personal information.
- 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, based on reasonable and proportionate searches;
- 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 NOTICE

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