

Privacy Policy

In compliance with General Data Protection Regulations (GDPR), this privacy policy explains what personal information we collect from you when you visit our website or are a recipient of our services.

Clifford College is committed to processing personal information about its customers in ways that comply with its legal and regulatory obligations, and to being clear with customers about what it does with their personal information.

We respect and value the privacy of everyone who enquires or purchases our services and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and our obligations under the law.

What is this Privacy Policy for?

The policy sets out how we use personal data.

The information that you provide is subject to General Data Protection Regulations (GDPR). The Education Funding Agency, the Skills Funding Agency, and their partners may wish to contact you from time to time in respect of surveys and research to monitor performance, improve quality and plan future provision and to inform you about course or learning opportunities, relevant to you.

Data collection

Clifford College may collect personal information which we receive when you:

- Use our website
- Contact us
- Purchase or are a recipient of our services

We may collect the following types of information:

- Your name, address, email address, telephone number(s) and other contact details
- Information required to provide you with a service, and details of our services that you have used
- Your company's name, your position in the company, the company's address, company's email address and telephone number
- Your payment information such as credit or debit card details and bank account details

All personal data is backed up daily, and archives are stored off-site in a secure location.

Why do we collect this information?

We collect your personal information to:

- Provide you with services that you may request from us
- Meet our legal and regulatory obligations

How do we collect this information?

We collect personal information:

- Directly from customers: e.g., when a customer signs up to receive our services or registers on our website
- From publicly available sources: e.g., social media, internet services

We are committed to keeping your information up to date as far as is reasonably possible. However, if you believe that we have made an error, please contact us as we have outlined below and we will endeavour to correct.

Keeping your information safe and secure

Clifford College is committed to keeping customers' personal information secure to protect it from being inappropriately or accidentally accessed, used, shared or destroyed, and against it being lost.

Subject Access Requests

Under GDPR, individuals can ask for confirmation that their data is being processed and access it. Once an individual's identity is verified, Clifford College will endeavour to respond without delay, and within the one month specified by law.

Third party access

Access to your personal information is only allowed when required by law. We do not, and will never, sell or share your personal information with third parties.

Our Service Providers

This includes external third-party service providers, such as partner training providers, accountants, auditors, experts, lawyers and other outside professional advisors; IT systems, support and hosting service providers; printing, advertising, marketing outsourced service providers that assist us in carrying out business activities. All our systems are located within the UK.

How long do we keep personal information?

We will only retain customers' personal information for as long as it needs it to carry out a particular purpose or meet a particular obligation.

Use of Website Analytics

Our website uses Google Analytics tracking software to monitor you to better understand how you use it. This software will save a cookie to your device in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy for further information.

Links to other websites

Our website may contain links to other websites of interest. However, you should note that we do not have any control over these other websites. Once you have used any of these links to leave our site, therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting these sites and such sites are not governed by this privacy statement.

Marketing

If you have consented to receive marketing information, you may opt out at a later date by emailing richard.sands@cliffordcollege.com . You have a right at any time to stop us from contacting you for marketing purposes.

Contact & Communication

We endeavour to ensure a safe and secure form to email submission process but the nature of electronic communications means this is not completely secure.

We use information you submit:

- To provide you with further information about the products/services we offer
- To assist you in answering any questions or queries you may have submitted

Email Marketing

Email marketing campaigns sent to you by us may contain tracking facilities within the actual email. Your activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, the clicking of links within the email content, times, dates and frequency of activity and other activity around how you access and view.

This information is used to refine future email campaigns and supply you with more relevant content based on your activity.

You will be able to unsubscribe from an email newsletter from us by clicking the applicable unsubscribe link in our email – or other instructions provided by us in the email.

Social Media Platforms

We participate with social media platforms subject to their privacy policies and terms.

You should use social media platforms wisely and communicate/engage upon them with due care and caution in regard to your own personal data. We will not request personal data through social media platforms. If you want to discuss something of a sensitive nature, then please use a more appropriate channel such as a telephone call or email.

This website may use social sharing buttons which help share web content directly from web pages to social media platforms. You should use these buttons with care. Note that the social

media platform may track and save your request to share a web page through your social media platform account.

Shortened Links in Social Media

We share web links on social media pages. Sometimes, these links can be shortened. These shortened URLs or even the displayed URL can be hacked or otherwise changed against our wishes to divert you to another site. We are not responsible if you are redirected to the incorrect site.

Changes to our Privacy Policy:

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated in May 2021.

How to contact us:

Please email richard.sands@cliffordcollege.com if you have any questions about our privacy policy or about information we hold about you.

You can withdraw your consent at any time by emailing richard.sands@cliffordcollege.com

Signed:



Date: February 2022

Richard Sands

Centre Co-Ordinator