



# Privacy Notice for Students

In compliance with UK and European data protection legislation, this privacy notice explains what personal information we collect from you when you visit our website, when you apply to join us, or when you join us as a student.

Ada, the National College for Digital Skills is committed to only processing personal information about our students in ways that comply with our legal and regulatory obligations, and to being clear about what we do with your personal information.

## Data collection

The data we collect to provide our services, we take as a data controller. This means that we are responsible for deciding how we hold and use personal information about you.

We may collect personal information

- When you use our website
- When you apply to join us
- During your time with us as a student

We may collect the following types of information

- Name, Address, Email, Phone/mobile, DOB
- Previous school
- Parent, carer or emergency contact name and contact details
- Nationality
- Qualifications
- Employment status and employer details

- CCTV footage
- Information obtained through electronic means such as access card records
- Information about your use of our information and communications systems
- Photographs
- Internal and external academic performance data
- Pastoral data such as attendance records and other data described in our Behaviour Policy or Learner Agreement

## Special Categories of data

We also collect special category data, necessary for legal requirements and reporting but also to help us provide you with the most effective education and to keep you safe whilst in the College.

Special categories of particularly sensitive personal information require higher levels of protection.

We need to have further justification for collecting, storing and using this type of personal information and we do this with either your consent or as permitted by UK and EU data protection legislation

The special category information we collect includes:

- Learning difficulty/disabilities
- Ethnicity
- Legal sex
- Gender
- Disability & learning support, e.g. Education Healthcare Plan (EHCP)
- Household status
- Details of any Criminal convictions

## Why do we collect this information?

The personal data collected is needed in order to

- provide you with higher and further education
- to give our staff information necessary to facilitate your learning
- for necessary funding and administrative purposes
- to meet our legal and regulatory obligations as a college
- promote the college to prospective students or clients

Information we may collect through our website is needed

- to help identify your computer
- analyse data about web page traffic and to help us tailor our website for your needs
- to allow students to access information they may require

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, then please contact us.

## Website cookies

We also capture data using Cookies. A cookie consists of a piece of text sent by a web server to a web browser, and is stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser. For more specific details about the types of cookies we use please refer to our Cookies Policy.

## How do we use the data we collect?

The majority of our data is held within our student database, accessible only to those staff who need access.

Information collected may be used for the following

- to inform you of college related activities and news
- pastoral and academic monitoring
- safeguarding
- correspondence regarding your programme of study
- distribution of examination/registration documents
- storage and usage of student images to create ID Cards and for identification purposes
- contacting students via text, e-mail or post using information collected on the enrolment form/learning agreement
- the provision of advice and support
- registration with awarding bodies
- we make use CCTV cameras throughout the College for security, crime prevention and safeguarding purposes

- disclosing information where necessary, either with your consent or as required by law to
  - the Local Authority
  - employers (where stated on the Learning Agreement)
  - professional and statutory bodies
  - Government agencies including the Police, if deemed necessary and within the confines of legislation. In particular in relation to safeguarding of young people and vulnerable adults and others and in line with the Children's Act and FE Act
  - funding agencies
- Disclosing information on your learning status including – attendance, awarding body entry and exam attendance, if you are a 16-18 year old student (at the start of your learning programme). This data will only be disclosed to the next of kin(s) (i.e. parent/guardian) details you provided at enrolment. If your next of kin/guardian details change during your time at the College, please contact us
- Marketing purposes, such as to keep you informed of College activities and services which may interest you

## Keeping your information safe and secure

Ada is committed to keeping your personal information secure to protect it from being inappropriately or accidentally accessed, used, shared or destroyed, or lost.

In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

We currently do not share any data outside the EEA but should we need to transfer personal information to third parties located outside the UK, we will ensure that information is protected to a level which meets the requirements of UK and European data protection regulations.

If we provide you with a login and password in order to access any of our systems, you are responsible for keeping your password and user details confidential and safe. We will never ask you for your password, never disclose it to anyone.

## Third party access

Access to your personal information is only allowed when required by law or is required in order to fulfil our service obligations. We do not, and will never, sell or share your personal information with other third parties.

All our third-party service providers and other entities in the College are required to take appropriate security measures to protect your personal information in line with our policies. We do not allow our third-party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

We use third party providers to

- ensure our IT and security measures are sufficiently robust to protect your data
- to help us manage and host events
- allow us to receive funding
- to help us promote the college or advertise forthcoming events
- organise and deliver learning activities

## Links to other websites

Our website and email newsletters and bulletins 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.

## How long do we keep personal information?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

For our students we are required by law to retain all the personal details we collect for as long as they remain a student and only certain personal details in line with Funding Agency requirements after they leave us.

For anyone who enquires about joining the college but does not register we will hold these personal details for a maximum of five years.

Details of retention periods for other aspects of your personal information are available in our retention policy which is available from the College Data Protection Lead (see contact details below).

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you. Once you are no longer a student of the College we will retain and securely destroy your personal information in accordance with our data retention policy or applicable laws and regulations.

## Marketing

Ada undertakes marketing activity only as necessary to promote the college to prospective students or sponsors. This is completed for our legitimate interests and may include

- Electronic communications such as keep warm from application to enrolment, emails to event data where you have opted in
- Social Platform activity, sharing information with Facebook, Instagram, Twitter and LinkedIn
- Events to profile the college to new entrants or prospective new industry partners

Any marketing we undertake is compliant with UK and European data protection regulations and the Privacy and Electronic Communications Regulation. You have the option to opt out from such contact.

# Controlling your personal information

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes.

If you want to review, verify, correct or question anything detailed in this policy or anything about your personal information, please contact the College Data Protection Lead by email or in writing.

Under certain circumstances, by law you have the right to

- request details of personal information which we hold about you
- restrict the collection or use of your personal data
- to withdraw any permission you have given us to use your data
- or even to delete any records that we may hold

## Changes to our Privacy Notice

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

This privacy policy was last updated in February 2022.

## Contact Details

Data Protection Lead	Ian Dickerson	020 3105 1025	<a href="mailto:info@ada.ac.uk">info@ada.ac.uk</a>
Data Protection Officer	Turn IT On	01865 597620 (opt 3 - GDPR)	<a href="mailto:dpo@turniton.co.uk">dpo@turniton.co.uk</a>