

## **COOKIE POLICY**

### **1 Introduction**

1.1 When using sccb.ac.uk, apply.sccb.uk, bournville.ac.uk, poweranimals.co.uk, southandcity.com, alumni.sccb.ac.uk or sites containing these web addresses, we collect certain information or data about you.

### **2 What information do we collect?**

- Name, Address, Date of Birth
- Email Address and Telephone number
- Preferences, Interests, Hobbies
- Information required for a course application
- Disability and any criminal convictions information
- Ethnicity information
- All the search terms using website search and course search
- IP address, browser type, operating system

### **3 How do we collect information?**

- When you register with our website
- Participate in surveys and promotions
- Request information
- Web browser cookies
- Third Party – through social media sites such as Facebook, Google and Twitter

### **4 What do we do with collected information?**

- Respond to questions and requests
- Respond to feedback to improve our products and services
- Periodically send personalised promotional emails which may include businesses of third parties we think may be of interest to you
- We might contact you for market research purposes
- Customize the website to suit your interests

## **5 Controlling your personal information**

- 5.1 The information provided might be used for the different purposes as explained above. However please note that at the time of collection of information for particular purposes like promotional offers and marketing campaigns, an 'opt-out' option would be available depending on different circumstances. An opt-out option means you indicate that you do not want us to send any communication regarding various promotional offers and various other marketing campaigns and product information. If you have opted for the opt-out option, you may not be able to take advantage of all the features of the website.

## **6 What are cookies?**

- 6.1 Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to allow web applications to respond to you individually. This allows for websites to work more efficiently, as well as provide information to the owners of the site. The information the owners of the site receive, can be used to analyse website traffic. This helps the website owners make decisions on how to improve the website for its visitors.
- 6.2 Cookies can only store information that is shared by the website visitors. Cookies do not give the website access to other areas of your computer. Moreover, you are able to stop your browser from accepting cookies from websites. It should be noted that some browsers automatically accept cookies by default. Instructions on how to reconfigure your browser to stop accepting cookies will be in your browser's documentation.

## **7 How to disable cookies**

- 7.1 Your web browser will have an option you select which will block cookies. Below are links to popular web browsers, and how to block cookies using them:

[Firefox](#)

[Internet Explorer](#)

[Google Chrome](#)

[Safari](#)

[Other web browsers](#)

## 8 How do we use cookies?

- 8.1 This website uses the following cookies: Google Analytics, WordPress, Joomla, Share by Sumo, Add this, and Facebook.

Cookie	Name	Function
<b>Google Analytics</b>	_utma, _utmb, _utmc, _utmz	The purpose of these cookies is to collect information on how users use the site. This allows us to better understand the popularity and functionality of our website's products and services.
<b>WordPress</b>	wordpress_test_cookie, wp-settings-1, wp-settings-2, wp-settings-time-1, wp-settings-time-2, wp-chgfontsize, wp-chgfontsize-units	Used by WordPress, the Content Management System that powers our website.
<b>Add This</b>	__atuvc, bt, di, dt, loc, ssc, ssh, sshs, uid, uit, uvc	Social bookmarking addon – Bournville College does not have access to, or use the data collected by these cookies.
<b>Facebook</b>	c_user, datr, lu, p, presence, s, xs, fr	Used by Facebook for the Like button – Bournville College does not have access to, or use the data collected by these cookies.

## 9 Links to other websites

- 9.1 Our website may contain links to the other websites of interest that we do not own or operate. So, once you have used this links to leave our website, you should note that we do not have any control over the other such websites. Therefore, we cannot be held responsible for the protection and privacy of any information which you provide whilst visiting such websites and they are not governed by the privacy policy of South and City College Birmingham. You should exercise caution and independently assess the privacy policy of the website in question.

## **10 Responsibilities**

- 10.1 Ultimate responsibility for the implementation and compliance with this policy will rest with the Executive Director, Marketing & Student Experience. However, the Executive Director will delegate, specific areas of responsibility to the Head of Marketing and their team.
- 10.2 The Executive Director will be responsible for ensuring all members of SLT, CMT and teams across the college are familiar with this policy and disseminate the information to all persons under their management or direction.

## **11 Equality & Diversity**

- 11.1 The College will ensure that its Cookie Policy operates within the spirit of the College's Equality Strategy. An equality impact assessment has been carried out and this identifies no significant risks.

## **12 Safeguarding**

- 12.1 There are no safeguarding implications in the Cookie Policy.

## **13 Manager Responsible for Policy**

- 13.1 The Executive Director, Marketing and Student Experience shall be responsible for the implementation and review of this policy.

## **14 Date for Next Review**

- 14.1 June 2020

### **Policy Change History**

<b>Version</b>	<b>Date</b>	<b>Description of changes made</b>	<b>Changed by:</b>
1	June 2018	New Policy	Alma Aganovic