SOUTH & CITY COLLEGE BIRMINGHAM

COOKIE POLICY

1   Introduction

1.1   When using sccb.ac.uk, apply.sccb.ac.uk, bounrville.ac.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 or apply for a course
- •   When you participate in surveys and promotions
- •   When you request information or subscribe to services (e.g. newsletters)
- •   Through web browser cookies
- •   Via third parties - other websites such as Facebook, Google etc

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
Google Analytics	_utma, _utmb, _utmc, _utmz	The purpose of these cookies is to collect information on how users use the site. This allows is to better understand the popularity and functionality of our website's products and services.
WordPress	wordpress_test_cookie, wp-settings-1, wpsettings-2,wp-settingstime-1, wp-settings-time2, wp-chgfontsize, wpchgfontsize-units	Used by WordPress, the Content Management System that powers our website.

Cookie	Name	Function
Add This	__atuvc, bt, di, dt, loc, ssc, ssh, sshs, uid, uit, uvc	Social bookmarking add on.
Facebook	c_user, datr, lu, p, presence, s, xs, fr	Used by Facebook for the Like button

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 & Customer Experience. However, the Executive Director will delegate, specific areas of responsibility to the Marketing Manager 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 Customer Experience shall be responsible for the implementation and review of this policy.

14   Date for Next Review

14.1   <u>Approval & Review</u>

Version 0.2 Final
Comments: GDPR Working Group
Date of Comments: 12 January 2022

Approval: SLT
Date of Approval: 1 March 2022
Next Review: January 2024

Policy Change History

Version	Date	Description of changes made	Changed by:
0.1	June 2018	New Policy	Alma Aganovic
0.2	Jan 2022	Review and minor changes	Alma Aganovic
0.2	12 Jan 2022	GDPR working group for Comments	
0.2	1 March 2022	SLT to Approve	