



1 Wirral Met Logo

Privacy Policy - Marketing

Document owner	Head of Marketing and Communications
Document author	Head of Marketing and Communications
Document type	Policy
Date of document	September 2024
Version number	05
Review requirements	Annual
Date of next review	September 2025
Approval body	Data Protection Officer
Publication	Website
Code	PO85

Wirral Met College is committed to protecting your personal information and being clear about what information we collect from you and how we use it.

This privacy statement is to let you know how Wirral Met College collects and processes your personal information for the purposes of marketing communication.

The statement outlines how we do this in accordance with the General Data Protection Regulation, the Data Protection Act, the UK GDPR and Privacy and Electronic Communications Regulations (PECR).

This policy should be reviewed alongside the College Data Protection Policy and Freedom of Information Policy. Both are available at <https://www.wmc.ac.uk/about-us/college-documents> or via the links at the end of this document.

1. Contact us

Wirral Met College is the data controller and if you have any questions about this statement, data protection or our handling of your personal information, please contact our Data Protection Officer at the following addresses:

Post: Conway Park Campus, Europa Boulevard, Birkenhead CH41 4NT.

Email:

Our Data Protection Officer is Director of MIS and IT

This privacy notice has been prepared in accordance with the General Data Protection Regulation (EU) 2016/679 ("GDPR") 2018 and the Data Protection Act 1998, The Privacy and Electronic Communications (EC Directive) Regulations 2003

2. How we collect your information

As student or prospective student at the College we will collect personal information about you;

- a. when you enquire by phone, letter, SMS, email or online about our study programmes, courses and/or services
- b. when you apply for courses online or on an application form
- c. when you enrol with us
- d. when you pay for a course including by debit/credit cards or direct debit
- e. when you join our alumni community
- f. when you complete a case study form
- g. when you consent for us to use your photos or include you in College marketing videos
- h. when you register for an event
- i. via our website
- j. when you join our alumni
- k. other information as required by funding and regulatory bodies

The types of personal information collected might include names, date of birth, email address, postal address, telephone/mobile numbers, gender, ethnicity, current school, your qualifications and/or your employment status.

If you agree to join our alumni or you have agreed to complete a case study form, we may collect details of your course, where you work, which university you progress to, which school you went to before college, and any quotes you provide us with.

You may change or withdraw your consent for Marketing activities at any time by sending an email to marketing@wmc.ac.uk or you can write to Student Records, Wirral Met College, Conway Park Campus, Europa Boulevard, Birkenhead CH41 4NT.

3. How we will use your information

In accordance with this policy will use your information or image to communicate with you about relevant courses, events, College news or services. You can choose to opt-in to receive marketing communications such as e-newsletters; all marketing communications will include the option to unsubscribe from future communications.

You may be asked to if the College can use either your image or other information as part of College promotional materials. If this is the case we ask you to complete a form authorising use of your information for this purpose.

We will use case study information and photo(s) for up to five years and the data/photo will be deleted thereafter.

If you agree to become part of a promotional video for the College, we will collect your consent at the time we start filming the video. We will promote the video for up to five years although it may still be available online thereafter.

If we engage with you through social media, we may collect information contained in your comments, likes, voting or private messaging functions from any of the social media links available to you within the College's website wmc.ac.uk.

4. How long we keep your personal information

Please refer to the Data Retention Policy (available at <https://www.wmc.ac.uk/about-us/college-documents>)

5. Changes to our Marketing Privacy Policy

We keep our Privacy Policy under regular review. It is published on our website.

Linked Policies (available at <https://www.wmc.ac.uk/about-us/college-documents>)

[Data Protection Policy](#)

[Freedom of Information Policy](#)

[Terms and conditions of our website use](#)

[Cookie Policy](#)