



# Website Privacy Notice

## 1. Introduction

This Privacy Notice explains how NMITE collects, uses, and shares your personal data and your rights in relation to the personal data we hold.

**This Privacy Notice applies to information that NMITE collects about:**

- Visitors to the NMITE website;
- People who submit enquiries to NMITE or enter their data into one of our web forms;
- People who subscribe to NMITE's e-newsletter.

Under the General Data Protection Regulation 2018, a "data controller" is a person, company, or other body that determines the purpose and means of processing personal data.

For the purpose of GDPR, the data controller is New Model Institute for Technology and Engineering (NMITE) Blackfriars Road, Hereford, HR4 9HS. Company limited by guarantee number 08800142. Registered Charity No 1176550

Please direct any enquiries to [DPO@nmite.ac.uk](mailto:DPO@nmite.ac.uk)

## 2. What do the key terms mean?

"**Personal data**" means any information we hold about you from which you can be identified. It may include contact details, identification numbers, other personal information, photographs, and expressions of opinion about you or indications as to our intentions about you.

"**Processing**" means doing anything with the personal data, such as collecting, recording, organising, structuring, storing, adapting, or altering, retrieving, accessing, consulting, disclosing, disseminating, aligning, or combining, restricting, erasing, or destroying or using the data in any way.

## 3. Information we may collect from you

3.1 The majority of the personal data that we hold is the information that you have provided to NMITE. We only process data for specified purposes and if it is justified in accordance with data protection law.



3.2 If provided, we will process:

- Your name, title, gender and contact details including postal address, email address, phone number and links to social media accounts.
- Information that you provide by filling in forms on our website, for example information which you provide to us through our enquiry form. We may ask you for additional information when you report a problem with our website;
- Details from correspondence if you contact us, as we may keep a record of that correspondence;
- Information obtained from telephone calls to us, which may be recorded for training purposes.

3.3 We will only collect personally identifiable information (such as your name, address and contact details) or such other information as may be listed in the relevant data collection form, via the NMITE website when it is voluntarily submitted by you to us.

3.4 Where free text forms are used on our website, we advise that sensitive personal data (special category or criminal record data) is not provided unless absolutely necessary.

## **4. Storing your data**

4.1 We will not store your Data without your consent, unless otherwise stated. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with data protection law.

4.2 Data that you have provided will be stored:

- on our secure data cloud in our premises within the UK;
- on our secure Database in our premises within the UK. This contains personal data collected by NMITE during the course of our relationship with our stakeholders, staff, students, and alumni. We aim to keep your data up to date and welcome any updates to your details or corrections to any inaccuracies you may wish to provide.
- On trusted third-party servers as outlined in Section 8.2.

4.3 Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Data, we cannot guarantee the security of your Data transmitted to our Site; any



transmission is at your own risk. Once we have received your Data, we will use strict procedures and security features to try to prevent unauthorised access.

## **5. Who has access to your data**

- 5.1 Information about you will only be disclosed to relevant employees of NMITE, and will not be revealed to third parties unless we are under a legal duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce any agreements that may be entered into between us; or to protect the rights, property or safety of NMITE, its students, employees or others. This includes exchanging information with other companies and organisations for the purposes of fraud prevention and credit risk reduction.

## **6. How long is your information kept**

- 6.1 We will only retain your Data for as long as we need it to fulfil our purposes, including any relating to legal, accounting, or reporting requirements. Data will only be stored in a way that is compliant with data protection law.
- 6.2 If you make an enquiry, we will keep a record of any correspondence and documentation you have provided us. This is so we have the information available in the event of a follow-up, dispute, or investigation.
- 6.3 Data provided by individuals enquiring about studying at NMITE will be retained until that person requests that their data is deleted or [2] years (whichever is sooner).

## **7. Legal basis for processing your data**

- 7.1 We take our obligations for data handling very seriously and it is therefore important for you to know the lawful basis for us processing your information.
- 7.2 We process the data you provide when making an enquiry via our website with your consent. You are asked to provide consent to the processing of your data outlined in this privacy statement and to being sent, by email, messages, and marketing material that we believe will be of interest to you.
- 7.3 Your data may be processed in an aggregated form with the data of other data subjects to monitor the effectiveness of our marketing messages and to



inform improvements to our enquirer management process. This processing takes place because it advances our legitimate interests.

- 7.4 These legitimate interests are determined through an assessment made by weighing our requirements against the impact of the processing on you. Our legitimate interests will never override your right to privacy and the freedoms that require the protection of your personal data.
- 7.5 We will not use the data you provide via the website as an enquirer to make any decision about you, nor will we use it to analyse any information about you on an individual level. It is important to note that this privacy notice covers the processing of data provided when you make an enquiry via our website, it does not cover data processing relating to an application for a place to study at NMITE. If you apply for a place to study, please refer to the specific applicant privacy notice.

Please contact [DPO@nmite.ac.uk](mailto:DPO@nmite.ac.uk) for further information about retention of your Data.

## **8. Disclosure of your Data**

8.1 Authorised personnel within NMITE will be able to access the information you provide to us. We may also disclose your Data to other third parties who act for us for the purposes set out below or for purposes approved by you, but always with appropriate non-disclosure and data protection agreements in place. We will never sell your data to third parties.

8.2 Third parties include:

### **8.2.1 E-mail Platform**

We use a third-party provider, MailChimp, to deliver our e-newsletter. If you sign up to our e-newsletter then we will store your name and e-mail address on MailChimp's secure servers, which are located in the United States. MailChimp certifies to the Privacy Shield framework, so they can lawfully receive EU data. Please see Section 5 of MailChimp's Privacy Policy for more information on how they process your information:

[https://mailchimp.com/legal/privacy/#5.\\_General\\_Information](https://mailchimp.com/legal/privacy/#5._General_Information)

### **8.2.2 Contracted Agencies**

We employ other companies and individuals to perform functions on our



behalf.

Examples include:

- Financial software for processing credit card payments;
- Printing houses for publication printing and mailing, and
- Digital agencies for hosting the website.

The contracted agencies have access to personal information needed to perform their functions, but may not use it for other purposes, and must delete it as soon as the function is complete.

For more information about third-party providers in relation to data protection please contact [DPO@nmite.ac.uk](mailto:DPO@nmite.ac.uk)

### 8.2.3 Approved Volunteers

Upon the signing of a non-disclosure agreement, approved volunteers may be given access to your Data. This access will be for a specific purpose, and for a time-limited period only, and will be monitored at all times by authorised NMITE staff. Sensitive personal data will not, under any circumstances, be shared with volunteers.

Unless required or permitted to do so by law, we will not otherwise share, sell, or distribute any of the information you provide to us without your consent.

## 9. Your rights

9.1 As a data subject, you have a number of lawful rights. You can:

- Access and obtain a copy of your data on request;
- Require the organisation to change incorrect or incomplete data;
- Require the organisation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing; and
- Object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing.

9.2 As your data as an enquirer is processed with your consent, you have the right to withdraw that consent at any time. If you do this, we will



delete your information from our database and cease to contact you with any further messages.

If you would like to exercise any of these rights, please contact [DPO@nmite.ac.uk](mailto:DPO@nmite.ac.uk).

9.3 If you are not content with how we handle our information we would ask you to contact our Data Protection Officer to help you. However, you do also have the right to complain directly to the Information Commissioner via their website [www.ico.org.uk](http://www.ico.org.uk) or via post at:

Information Commissioner's Office, Wycliffe House, Water Lane,  
Wilmslow, Cheshire, SK9 5AF.

## 10. Links to external websites

10.1 The Our Site and newsletter contain links to other websites. You may also see links to our Site or information about us on third party websites. In the event that you follow a link to any of these websites or see information relating to us on those third-party websites, please note that these websites have their own privacy policies. We do not accept any responsibility or liability for these policies.

10.2 This Privacy Notice only applies to our Site and newsletter so when you access links to other websites you should read their own privacy policies before continuing to browse them.

## 11. Use of Cookies

11.1 We collect Data from Cookies to ensure that content from our Site is presented in the most effective manner for you and for your computer. This processing occurs because it is necessary to meet our legitimate interests in operating and improving the website, analysing its use, and ensuring its security.

11.2 We will use Cookies to collect information about your computer, including where available your IP address, operating system, and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns and does not identify any individual. You can disable cookies on your machine at any time.

11.3 What Are Cookies?



As is common practice with almost all professional websites this site uses cookies, which are tiny files that are downloaded to your computer, to improve your experience. This page describes what information they gather, how we use it and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored however this may downgrade or 'break' certain elements of the sites functionality.

For more general information on cookies see the Wikipedia article on HTTP Cookies.

#### 11.4 How We Use Cookies

We use cookies for a variety of reasons detailed below. Unfortunately in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case, they are used to provide a service that you use.

#### 11.5 Disabling Cookies

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of this site. Therefore it is recommended that you do not disable cookies.

#### 11.6 The Cookies We Set

- Email newsletters related cookies

This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

- Forms related cookies

When you submit data to through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence.



- **Third Party Cookies**

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site.

- 11.7 This site uses Google Analytics which is one of the most widespread and trusted analytics solution on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

For more information on Google Analytics cookies, see the official Google Analytics page.

- 11.8 We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites will set cookies through our site:

- Instagram
- Twitter
- Facebook
- LinkedIn

These may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

For more information about the use of Cookies on our website, please contact [DPO@nmite.ac.uk](mailto:DPO@nmite.ac.uk)

## **12. Updating this Privacy Notice**

We keep our Privacy Notices under regular review. Any changes will be published so that it is clear what information we collect and how we use it at all times and, where appropriate, we may notify you by email.

This Privacy Notice was last updated in August 2022.





<b>Author of Policy</b>	Head of Marketing
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<b>Policies/Rules Superseded by this Policy</b>	V1: Nov2020 V2 June 2021
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