

## **Privacy Notice – enquiry form; marketing specific**

West Lothian College is providing you with this information to comply with data protection law and to ensure that you are fully informed and we are transparent in how we collect and use your personal data.

### **Who is collecting the information?**

West Lothian College is the Data Controller. We have an appointed Data Protection Officer (DPO), Alice Wilson, who can be contacted by emailing: [enquiries@west-lothian.ac.uk](mailto:enquiries@west-lothian.ac.uk)

### **Why are we collecting it and what are we doing with it (Purpose)?**

Data is collected for marketing purposes such as events information, information about courses and current news at West Lothian College. Data will also be used to analyse trends in enquiries, demographics of enquiries and track success of campaigns.

### **What personal data do we collect?**

We will be collecting names, email addresses, post codes, course of study interest and date of enquiry.

### **How are we collecting this information? What is the source?**

The data is collected via the web form on the West Lothian College website.

### **The lawful basis for the processing**

The legal basis for processing under data protection law is GDPR Article 6(1)(a) “the data subject has given consent to the processing of his or her personal data for one or more specific purposes” This is for consent to receive for marketing information from the College.

### **Who we share the information with:**

No one – tracked, analysed and used solely by West Lothian College.

### **How long do we hold the personal data?**

For the purposes of marketing, we hold your information for no longer than 2 academic years. Following that your information will be destroyed securely.

### **Individuals’ rights in relation to this processing**

Under data protection law, individuals have a number of rights. These rights are as follows:

- Right to be Informed – i.e. this privacy notice
- Right of Access – this means that you can request access or copies of your personal data
- Right to Rectification – this means you have the right to correct inaccurate or incomplete data held about you
- Right to Erasure (commonly known as the Right to be Forgotten (RTBF)) – this means you have the right to request your personal data held is deleted/destroyed
- Right to Restrict – this means you have the right to restrict processing of your data, this links with other rights and if there is disagreement then you can request the processing is restricted until the issue is resolved
- Right to Object – this means you can object to how your data is processed

- Right to Data Portability – this means you can request your personal data in a machine-readable format (e.g. a .csv file). You can also request that the organisation transfers the file to another organisation
- Right to know of any automated decision making, including profiling – the college does not do this with personal data, so this right does not apply.

As consent is the legal basis for processing your data it's important to note that you can **withdraw your consent** at any time. To do this, or to exercise any of your rights please email the data protection mailbox at [GDPR@west-lothian.ac.uk](mailto:GDPR@west-lothian.ac.uk). The College will process your request accordingly and respond within one month of receipt of your request.

### **Complaints to UK Information Commissioner's Office (ICO)**

If you are concerned about how your personal data is being used by the College, in the first instance please can you contact the College Data Protection Officer (DPO) at [enquiries@west-lothian.ac.uk](mailto:enquiries@west-lothian.ac.uk) . If you are not satisfied with the outcome then you can complain to the regulator of data protection, the UK Information Commissioner's Office (ICO). The ICO has guidance on their website here: <https://ico.org.uk/your-data-matters/raising-concerns/>

You can email them at [casework@ico.org.uk](mailto:casework@ico.org.uk) or call them on 0303-123-113 or you can send a letter to them at the following address:

Customer Contact  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF