

Privacy Notice

(How we use your information)

Activate Learning is committed to protecting your privacy. This privacy notice explains how we collect, use and share your personal information, and your rights in relation to the personal information we hold.

This privacy notice concerns people whose image and/or story has been recorded for use by Activate Learning. This privacy notice does not concern people whose image and/or story has

Activate Learning Further Education Corporation is the controller of personal information, and is subject to the Data Protection Act 2018 (DPA) and the General Data Protection Regulation (GDPR). We may collect, use and share your personal information in order to share your story and/or image with our stakeholders and customers.

What information we hold

The categories of personal information that we collect, hold and share include:

- Personal information (such as name and photograph);
- Biographical information (such as course and achievement information, opinions expressed and interview notes).

Why we hold your information

We use your information to:

- Share your story with our stakeholders and customers, via promotional materials, websites, social media, etc.;
- Promote the aims, values and services of Activate Learning;
- Comply with the law regarding data sharing.

The lawful basis for using this information

Under GDPR, we are able to process information on certain legal grounds (bases). In most cases, we collect and use this information on the basis of legitimate interests.

When the processing of this information is considered to be sensitive; we will collect and use your information only on the basis of consent. These circumstances include:

- Data relating to people who are vulnerable, at risk or under the age of 13;
- Data of a private or sensitive nature.

We will seek your consent before collecting sensitive data of this kind; in relation to data collected and processed on the basis of consent, you have the right, at any time, to withdraw your consent. If you wish to do so, please: contact Activate Learning's Marketing team either by telephone: 0800 612 6008 or by email: marketing@activatelearning.ac.uk

Please note that the removal of your data from marketing databases will not affect processing that has already taken place, and Activate Learning are unable to control or retract information that has been made public.

Collecting information

The majority of information you provide to us is necessary for us to share your story or image and all of your information is provided to us on a voluntary basis. However, failure to supply such information may mean that we are unable to share your story or image. You will always be informed if we are collecting information of this kind.

Storing information

We store information securely and in line with our Data Protection Policy and associated procedures. A copy of our Data Protection Policy can be obtained from the Data Protection Officer, whose contact details are listed below. Media files will be held for no longer than three years following the academic year in which the data was collected, unless you consent to our continuing to hold and process your information.

Who we share information with

We will publish your information via the channels you have consented to, which in some cases includes publishing your information publically. We will also routinely share information with:

- External marketing agencies
- Mailing houses (digital and hard copy)
- Media sources

We do not share your information with any other organisations unless it is necessary and in line with the purpose for which it was collected. Where data is routinely shared, a data processing agreement will be established to ensure the protection of your information.

Requesting access to your personal data

Under data protection legislation, you have the right to:

- Request access to the information we hold about you (Subject Access Request);
- Be informed of the identity of the controller, the reasons for processing your personal data and other relevant information necessary to ensure the fair and transparent processing of personal data;
- Object to processing of personal data that is likely to cause, or is causing, damage or distress;
- Prevent processing for the purpose of direct marketing;
- Object to decisions being taken by automated means;
- In certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and/or
- Claim compensation for damages caused by a breach of the data protection regulations.

Contact

In order to make a Subject Access Request or to discuss anything in this privacy notice, please contact our Data Protection Officer:

Jamie Wade, Clerk to the Corporation

Email: dpo@activatelearning.ac.uk

Phone: 01865 551226

Address: Activate Learning
City of Oxford College
Oxpens Road
Oxford
OX1 1SA

Concerns

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>