



# Data Protection Policy

The College's reputation and future growth are dependent on the way the College manages and protects personal data. Protecting the confidentiality and integrity of personal data is a key responsibility of everyone within the College.

As an organisation that collects,td (l)-22 (l)-













alongside data protection. PECR apply to direct marketing i.e. a communication directed to particular individuals and covers any advertising/marketing material. It applies to electronic communication i.e. calls, emails, texts, faxes. PECR rules apply even if you are not processing any personal data

14.4. Consent is central to electronic marketing. We would recommend that best practice is to provide an un-ticked opt-in box.

14.5. Alternatively, the College may be able to market using a "soft opt in" if the following conditions were met:

14.5.1. contact details have been obtained in the course of a sale (or negotiations for a sale);

14.5.2. the College are marketing its own similar services; and

14.5.3. the College gives the individual a simple opportunity to refuse to opt out of the marketing, both when first collecting the details and in every message after that.



16.5.1. large scale and systematic use of Personal Data for the purposes of Automated Decision Making or Profiling (see definitions above) where legal or similarly significant decisions are made;

16.5.2. large scale use of Special Categories of Personal Data, or Personal Data relating to criminal convictions and offences e.g. the use of high volumes of health data; or

16.5.3. systematic monitoring of public areas on a large scale e.g. CCTV cameras.

16.6. All DPIAs must be reviewed by the Data Protection Officer (DPO) if the processing is likely to result in a high risk to the rights and freedoms of natural persons, and it is not possible to mitigate the risk by the controller's internal measures.