



Essex International College
Privacy Procedure

Policy name	Privacy Procedure v1.1
Author:	Dr. Keith Hoodless
Approved by SMT	20th February 2014
Approved by	Academic Committee
Date for next review:	February 2015

Through its policies and in its day to day work, the College is committed to promoting equality and fairness and combating discrimination. This applies to everyone, regardless of gender, racial or ethnic background, disability, religion, sexual orientation or age and embraces the College's legal responsibilities.

Privacy Policy

The Essex International College ("EIC" or "We") are committed to protecting and respecting your privacy.

This policy (together with our terms of use www.eic.uk.com/pdf/terms_and_conditions.pdf.html and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is Essex International College Limited, 113-117 South Street, Romford, Essex, RM1 1NX

Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site www.eic.uk.com (our site). This includes information provided at the time of registering to use our site, subscribing to our service, posting material or requesting further services. We may also ask you for information when **you** report a problem with our site.
- If you contact us, whether by email, telephone, facsimile or post, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of transactions you carry out through our site and of the fulfilment of your orders.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

The cookies we use are "analytical" cookies. They allow us to recognise and count the number of visitors and to see how visitors move around the site when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and for aggregate marketing reporting purposes. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

You can find more information about the individual cookies we use and the purposes for which we use them below:

Necessary for website performance

AFG

- These cookies make sure that your presence on the website is consistent
- To disable these cookies click the "Change cookie settings" link in the bottom of the page

Twitter

- These cookies are used by Twitter widget that links it with EIC official Twitter account.
- To reject or delete these cookies visit <http://twitter.com/privacy>

Statistical

Google Analytics

- These cookies allow us to count page visits and traffic sources so we can measure and improve the performance of our site, using a service provided by Google Analytics.
- To reject or delete this cookie visit <http://www.google.com/intl/en/privacypolicy.html>

Google Conversion Tracking

- This cookie helps us to determine how many people who click on our ads end up enquiring about and applying to our courses.
- To reject or delete this cookie visit <http://www.google.com/privacy/ads/>

Efficient Frontier

- These cookies are used to measure the effectiveness of our online marketing campaigns.

Yandex Metrica

- These cookies allow us to analyze interaction between a visitor and the website, improve usability and user experience using a service provided by Yandex Metrica.
- To learn more about the Yandex cookies please visit <http://legal.yandex.com/confidential/>
- To reject or delete these cookies visit <http://help.yandex.com/common/?id=1124337>

Targeting

DoubleClick

- This cookie helps us to improve our online advertising campaigns showing the ads with our latest special offers to those people who have visited our website and are interested in our courses.
- To reject or delete this cookie visit <http://www.google.com/privacy/ads/>

Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who works for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

When using our site to carry out transactions which involve the use of a credit or a debit card (and only then), all information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal 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 information, we will use strict procedures and security features to try to prevent unauthorised access.

Uses made of the information

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so. To notify you about changes to our service.

We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by email, post or telephone.

- *Please note that we have the ability to retain any data that you provide on this website using VeCapture by Ve Interactive, even if you do not complete your registration/transaction by clicking submit/next. Such contact details and data may be used to contact you to enquire why you did not complete your registration/transaction.*

If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please notify us by writing to privacy@eic.uk.com

Disclosure of your information

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 736 of the UK Companies Act 1985, and other associated companies.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If EIC or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms of use and other agreements; or to protect the rights, property, or safety of EIC, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will sometimes inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data, when available. You can also exercise the right at any time by contacting us at privacy@eic.uk.com.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy

policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to privacy@eic.uk.com