

Privacy Policy

Media Savvy CIC is committed to protecting and respecting your privacy. We believe you should know what data we collect from you, how we use it and how we keep it safe.

We will only use information collected lawfully in accordance with the General Data Protection Regulation (GDPR) and future UK Data Protection legislation. Media Savvy CIC is the Data Controller for the purposes of data protection laws.

We will not use any information we hold about you for any purpose other than that for which it was collected, unless we have obtained your consent beforehand. This policy applies to people who use our services including individuals who learn with us, or request information from us, and organisations who work with us.

Please check this policy frequently to see any updates or changes.

Information we collect from you

We only ask for as much information we need to fulfil your enquiry or application and meet our legal obligations. This might include, but is not limited to, the following:

- **Identity Data** includes first name, last name, username or similar identifier, marital status, title, date of birth and gender
- **Contact Data** includes billing address, delivery address, email address and telephone numbers
- **Diversity Data** includes sex, age, ethnicity and disability
- **Educational Data** includes qualifications and learning support needs
- **Organisation Data** includes financial, staff and training needs
- individual achievements, attendance, results and performance on programme of study
- **Financial Data** includes bank account and payment card details
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website
- **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses

- **Usage Data** includes information about how you use our website, products and services
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences

How we use your personal information

The following table shows ways we may use your personal data, and what our legal basis under the General Data Protection regulation (GDPR) for that processing is. We have also identified any legitimate interests to ensure you receive the best service user experience. We will balance any potential impact on you and your rights before we process your personal data for our legitimate interests. Media Savvy CIC will not assume your permission to use information you provide for anything other than the reasons stated.

Purpose/Activity	Lawful basis for processing
To meet our legal and statutory duties and responsibilities	Statutory obligation
To provide you with learning /deliver our courses	Statutory obligation/performance of a contract
To process applications, enrolments and contracts	Contractual obligation
For our own internal records so we can provide you with a high-quality service	Legitimate interests so we can ensure we continually improve our service provision
To contact you in response to a specific enquiry	Explicit consent and legitimate interests so we can send additional and relevant information relating to your initial enquiry
If you are a customer of our commercial services	Performance of a contract
To manage payments and transactions of any purchases you make or our services	Performance of a contract
To contact you about services, products, offers and other things provided by us which we think may be relevant to you	Explicit consent

To contact you via e-mail, telephone or mail for research purposes	Explicit consent
Disclosing your information to other parties, if required by law	Legal and public interest
To administer and protect our business and website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data); to deliver relevant website content and understand the effectiveness of our publicity and advertising communications	Legitimate interest of developing our processes and strategy

Images

Media Savvy CIC has a legitimate interest to use photos of our learners, their work and events for contractual purposes, as evidence of progression, and on our website or publicity documents. If you attend a course or event where we may be taking photos, you will be made aware. If you are identifiable from any image we wish to use, we will take every reasonable step to ask for your consent to use this image. If we do not have your consent, we will not use an image which we believe identifies you in any campaign posters, publications, or other publicly available documents. We may however use images from events on our website or social media.

How long we keep your information

Media Savvy CIC keeps different types of data for different lengths of time depending on need and our obligations. When we no longer need your information, it will be destroyed securely by deletion of electronic records and shredding of paper files.

How we keep your information safe

Media Savvy CIC holds all information securely with physical, organisational and electronic access controls to ensure it is secure both at rest and when in transit. We also follow stringent procedures to ensure we work with and process all personal data in line with the GDPR.

How we share your information

We do not sell or rent your personal information. We may be required to disclose specific data to appropriate staff members of Media Savvy CIC to provide you with the services you

have requested, and to government bodies to fulfil our statutory responsibilities such as the Skills Funding Agency, Ofsted and our funders.

Information may be shared with third parties if it is in connection with the service, we provide to you and we will always ensure we have your consent to do so.

We may use third party software tools and platforms for processing data. We will only ever use recognised suppliers who can demonstrate their compliance with GDPR.

Visitors to our website

When someone visits www.mediasavvycic.co.uk we collect standard internet log information and visitor details of behaviour patterns. We do this to find out things such as the number of visitors to the different parts of the site. We collect the information in a way which does not identify anyone. If we do want to collect personally identifiable information through our website, we will be upfront about this, will ask for explicit consent and will make the purpose clear.

Cookies

Cookies are small files saved to your computer's hard drive that track, save and store information about your interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience.

We use cookies to better users' experience whilst visiting our website www.mediasavvycic.co.uk. Where applicable this website uses a cookie control system allowing the user on their first visit to allow or disallow the use of cookies on their computer and/or device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer and/or device.

The website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage, but will not store, save or collect personal information.

We work with third-party suppliers who may also set cookies on our site, for example Twitter, Facebook and LinkedIn. These third-party suppliers are responsible for the cookies they set on our website. If you require further information, please go to the website for the relevant third party.

If you do not wish to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware you may lose some of the functionality of

this website. For further information about cookies and how to disable them please go to: www.aboutcookies.org or www.allaboutcookies.org

Your rights

The GDPR provides the following rights for individuals:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

Further information on these rights can be found at www.ico.org.uk/your-data-matters

To exercise any of these rights with us, please contact info@mediasavvycic.co.uk

Complaints or queries

If you have any questions about our collection and use of personal data, please contact us. We are happy to provide additional information if it is required. If we do use an image which you believe identifies you, and you would like us to remove it, please contact info@mediasavvycic.co.uk. You can also complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues www.ico.org.uk