

1. About this notice

This privacy notice explains how Acquire Learning College Ltd collects and uses personal information about people who visit our website, contact us, submit a general enquiry, attend an event, subscribe to communications or otherwise interact with us before becoming an applicant, student or member of staff.

We provide this notice because we are responsible for deciding how and why your personal information is used. In data protection law, this means that we are the data controller.

If you apply to study with us, the Applicant and Student Privacy Notice will also apply. If you apply for work or provide services to the College, the Staff and Workforce Privacy Notice will apply. This notice also explains how the College uses cookies and similar technologies on its website.

2. Who we are and how to contact us

The data controller is Acquire Learning College Ltd, a company registered in England and Wales under company number 10181287. Our address is Atlas House, Attercliffe Road, Sheffield, S4 7WZ. Information Commissioner's Office (ICO) registration number: ZB915955

Contact	Details
Data protection enquiries	dataprotection@acquirelearning.co.uk
General enquiries	info@acquirelearning.co.uk
Admissions enquiries	admissions@acquirelearning.co.uk
Postal address	Atlas House, Attercliffe Road, Sheffield, S4 7WZ

3. Who this notice applies to

This notice applies to people who:

- visit or browse the Acquire Learning College website;
- submit the website contact form or make a general enquiry;
- contact us by telephone, email, social media or another communication route;
- register for or attend an open day, event, webinar or similar activity;
- subscribe to news, updates or optional marketing communications;
- submit feedback, a complaint, a safeguarding concern or another report through a website route; or
- interact with online content, campaigns or social media operated by the College.

4. The information we may collect

The information we collect depends on how you interact with us. It may include:

Category	Examples
Identity and contact information	Name, title, email address, telephone number, postal address and organisation.
Enquiry information	The course, service, event or subject you are interested in, the content of your message and records of our response.
Online form information	Information submitted through contact, feedback, complaint, reporting, event or other website forms.
Event information	Bookings, attendance, accessibility requirements, dietary information where relevant, questions and feedback.
Website and technical information	IP address, browser and device information, operating system, pages visited, referral source, interaction data and website security logs.
Cookie and preference information	Cookie choices, consent records and information generated by cookies or similar technologies where used.
Marketing and communications information	Communication preferences, subscriptions, campaign responses, consent records and unsubscribe requests.
Images, recordings and feedback	Photographs, recordings, comments or testimonials where an event or activity involves these and appropriate information has been provided.
Complaints, concerns and reports	Information contained in a complaint, safeguarding concern, whistleblowing report, feedback or other matter submitted through a public route.

5. Special category and criminal offence information

We do not normally seek special category information through ordinary website browsing or a general enquiry. Special category information includes information about health or disability, racial or ethnic origin, religious or philosophical beliefs, sexual orientation and certain other sensitive matters.

You may choose to provide sensitive information when requesting an adjustment, attending an event, making a complaint, seeking support or raising a safeguarding or welfare concern. We will use it only where necessary and where both an Article 6 lawful basis and an additional condition under Article 9 UK GDPR apply.

Where a report or complaint contains criminal allegation, conviction or offence information, we will process it only where authorised by law and with the safeguards required by the Data Protection Act 2018.

6. Where we obtain information

We normally obtain information directly from you when you:

- visit our website;
- complete or submit an online form;
- send an email or make a telephone enquiry;
- register for or attend an event;
- subscribe to communications;
- provide feedback or raise a concern;

- interact with our social media or online content; or
- set or change your cookie preferences.

We may also obtain relevant information from website hosting, communications and software providers, from someone contacting us on your behalf, or from public sources where it is lawful and appropriate to do so.

7. Why we use your information and our lawful bases

We must have a lawful basis for each use of personal information. Our principal activities and lawful bases are set out below.

Processing activity	Main Article 6 lawful basis	Additional Article 9 or DPA 2018 condition where relevant
Responding to general enquiries and requests	Legitimate interests in communicating with enquirers and providing requested information; steps before contract where an enquiry concerns a possible course or service	Normally not applicable; equality or safeguarding conditions where relevant sensitive information is provided
Managing contact, feedback and online forms	Legitimate interests in administering communications and responding appropriately; legal obligation where applicable	Substantial public interest, legal claims or safeguarding conditions where relevant
Managing events, open days and webinars	Legitimate interests in organising and evaluating events; steps before contract where relevant; consent for genuinely optional uses	Equality of opportunity or treatment, explicit consent or another applicable condition where sensitive information is required
Sending optional marketing and updates	Consent where required by the Privacy and Electronic Communications Regulations; legitimate interests where electronic-marketing rules permit	Explicit consent where a communication intentionally uses special category information
Recording communication preferences and opt-outs	Legal obligation; legitimate interests in respecting preferences and demonstrating compliance	Normally not applicable
Operating and maintaining essential website functionality, including the online application process	Legitimate interests in providing a secure, functional and reliable website	Normally not applicable
Understanding and improving website use	Consent for non-essential analytics cookies where required; legitimate interests for appropriately aggregated or consent-exempt analysis	Normally not applicable
Handling complaints, safeguarding concerns and public reports	Legal obligation; legitimate interests in investigating and resolving concerns; vital interests in an emergency	Substantial public interest, including safeguarding children and individuals at risk; legal claims; vital interests
Publishing photographs, recordings, testimonials or case studies	Consent where the use is genuinely optional; legitimate interests where appropriate and transparently assessed	Explicit consent where special category information is intentionally published

Consent will not be used where you have no genuine choice or where the College needs the information to respond to a request, comply with the law, protect safety or operate and secure its website. Where we rely on consent, you may withdraw it at any time without affecting processing already undertaken.

8. Marketing communications

We may send information about courses, events, application opportunities, services or College news where this is lawful. Where the electronic-marketing rules require consent, we will ask for it before sending the communication.

You may opt out at any time by using the unsubscribe method provided in the communication or by contacting dataprotection@acquirelearning.co.uk. Opting out of marketing will not prevent us from responding to an enquiry or sending essential information connected with a request you have made.

We will keep a limited suppression record where necessary to ensure that your preference continues to be respected.

9. Cookies and similar technologies

Cookies are small files placed on or accessed from your device when you visit a website.

Acquire Learning College currently uses only cookies that are necessary for the secure operation and functionality of the website and to enable essential services, including the online application process.

The College does not currently use cookies for advertising, marketing or website analytics.

If the College introduces non-essential cookies in the future, this Privacy Notice will be updated and, where required by law, appropriate cookie choices will be provided before those cookies are used.

10. Online forms and application routes

The public website currently includes a contact form that requests a name, email address, telephone number and comments. We use this information to route and respond to the enquiry and to retain an appropriate record of our response.

Where a website link takes you to an application, enrolment, recruitment, complaint, safeguarding or other specialist form, additional privacy information may apply. In particular, information submitted through the online application system is governed by the Applicant and Student Privacy Notice.

Sensitive information should only be requested where it is necessary for the stated purpose. Access will be limited to people who need the information to respond appropriately.

11. Social media and external links

Our website may contain links to external websites, application systems, social-media platforms and third-party services. This notice does not govern websites or services operated independently by another organisation. You should read that organisation's privacy information before providing personal information.

If you interact with the College through social media, both the College and the relevant platform may process information for their respective purposes. The platform's own privacy terms will also apply.

12. Who we may share information with

We share personal information only where there is a proper purpose and lawful basis. Depending on the interaction, recipients may include:

- website, hosting, cloud, communications and software providers acting for the College;

- analytics, cookie-management and website-security providers, where used;
- email, mailing-list, marketing and event-management providers, where used;
- staff responsible for admissions, events, complaints, safeguarding, support or the subject of your enquiry;
- professional advisers, auditors, insurers and legal representatives;
- emergency services, local authorities, safeguarding partners and law-enforcement organisations where necessary and lawful;
- regulators, courts, public authorities or government departments where disclosure is required or authorised; and
- another organisation involved in a merger, restructuring or transfer of College activities, subject to appropriate safeguards.

We do not sell personal information.

13. International transfers

Some suppliers may store or access personal information outside the United Kingdom.

Where a restricted transfer occurs, the College will use a lawful transfer mechanism, such as UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or another mechanism permitted by data protection law. We will also consider whether additional technical or organisational safeguards are required.

You may contact us for further information about the safeguard used for a relevant transfer.

14. How we protect your information

We use technical and organisational measures designed to protect personal information against loss, misuse, alteration, unauthorised access and disclosure. These measures include access controls, secure systems, website security controls, backup and recovery arrangements, supplier controls, staff responsibilities and incident-management procedures, as appropriate to the information and risk.

Access is limited to people who need the information for an authorised purpose. Staff and service providers are required to protect confidentiality and comply with applicable data protection requirements.

15. How long we keep information

We keep personal information only for as long as it is needed for the relevant purpose and to meet legal, safeguarding, complaint-handling, security and accountability requirements.

General enquiry and event records will normally be kept for a shorter period than records connected with a formal complaint, safeguarding concern, legal matter or application. Marketing consent and suppression records may be retained for as long as needed to demonstrate and respect your communication choices. Cookie preferences and technical logs are retained according to the relevant system, security and cookie requirements.

Further information will be provided in the College's Records Retention Schedule. We may retain information for longer where required for a legal claim, investigation, safeguarding matter or preservation obligation. Where possible, information retained for statistical purposes will be anonymised.

16. Automated decision-making

The College does not currently make decisions about website visitors or general enquirers solely by automated means where those decisions have legal or similarly significant effects.

If the College introduces qualifying solely automated decision-making in the future, we will update this notice to explain the logic involved, the significance and likely consequences, and the rights and safeguards available.

17. Your rights

Depending on the circumstances and lawful basis, you may have the right to:

- be informed about how your personal information is used;
- obtain access to your personal information;
- have inaccurate information corrected and incomplete information completed;
- have information erased in certain circumstances;
- restrict the use of information in certain circumstances;
- object to certain processing, including direct marketing;
- receive certain information in a portable format;
- withdraw consent where consent is the lawful basis; and
- ask for human intervention and challenge a qualifying solely automated decision.

These rights are not absolute and exemptions may apply. We may need to confirm your identity before responding. We normally respond within one month, although the law permits an extension for complex or numerous requests. We will explain any extension or lawful refusal.

18. Questions, requests and complaints

To ask a question, exercise a data protection right or raise a concern, email dataprotection@acquirelearning.co.uk or write to Acquire Learning College, Atlas House, Attercliffe Road, Sheffield, S4 7WZ.

You also have the right to complain to the Information Commissioner's Office. Information about making a complaint is available at ico.org.uk/make-a-complaint. We would welcome the opportunity to consider your concern first, but you are not required to contact us before approaching the ICO.

19. Changes to this notice

We will review this notice annually and update it earlier when our website, forms, cookies, suppliers, processing activities or legal obligations change. The current version will be published on the College

website. Where a change could significantly affect you, we will take reasonable steps to bring it to your attention.