

# GENERAL PRIVACY POLICY

**Responsible for Implementation: Data Protection Officer**

**Latest Review Date: December 2022**

**Next Review Date: December 2023**

**Authorised By: Director of Governance**

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## About Us

Access to Music Limited ('The College') has subsidiary companies, trading names and trading partnerships through which it operates. The trading names and partnerships might have their own names or brands, but the legal entity for the purpose of this policy is Access to Music Limited. Trading subsidiaries, trading names and trading partnerships include Access Creative College ('ACC'), National College for Creative Industries ('NCCI') and Access Sport. The dBs Institute (DBS Music UK Holdings and its subsidiaries), whilst a separate legal entity, shares common Directorships with the College, however, responsibility for Data Protection related Policies within dBs falls to the DPO for Access to Music Limited

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## About This Policy

We have created this privacy policy to inform you about what personal data we collect, what we do with your personal data, how we ensure it is kept secure, and the rights and choices you have over your personal data.

Throughout this document we refer to Data Protection Legislation, which means the Data Protection Act 2018 (DPA 2018), United Kingdom General Data Protection Regulation (UK GDPR), the Privacy and Electronic Communications (EC Directive) Regulations 2003 and any legislation implemented in connection with the aforementioned legislation.

Where data is processed by a controller or processor established in the European Union or comprises the data of people in the European Union, it also includes the EU General Data Protection Regulation (EU GDPR). This includes any replacement legislation coming into effect from time to time.

Access Creative College is the controller for the personal information we process, unless stated otherwise. We are registered with the Information Commissioner's Office (ICO). Our registration number is: Z7480437.

Our correspondence address is as follows:

Access Creative College (Access to Music Limited)  
50 Fountain Street  
Manchester  
M2 2AS

Our Data Protection Officer:

Email: [dpo@accesscreative.ac.uk](mailto:dpo@accesscreative.ac.uk)

## Information We Collect

### Website visitors

When you visit our website, we collect and store information relating to your use of the website. This information includes, but not limited to, activity data, location data, weblogs and other communication data. We also collect and store information about your device, including where available your IP address, operating system, and browser type.

Our lawful basis for processing these forms of your personal data is consent. We will actively seek your consent before collecting any of the information listed above.

### Enquiries and event bookings

When you complete one of our website forms, or book to attend an event, we collect and store certain pieces of personal data and other information relating to you. What we collect will be linked to the nature of your enquiry and purpose for engaging with us i.e. whether you are submitting a general enquiry or a request for an event booking. We will collect the following information:

- Your name
- Your physical address
- Your email address
- Your phone number
- Your date of birth
- Course information (if relevant)
- Event information (if relevant)
- Other location information (if relevant)
- What year of study you are currently in (if relevant)
- Name of your current school (where relevant)
- Parent / Guardian details (if relevant for attending an event)
- We ask if you have any support needs, to help you attend an event

This list is not exhaustive.

The information we request from you will be used by Access Creative College only in order to contact you about your interest in the college, be that a course enquiry or event booking. Our lawful basis for this processing activity is

legitimate interests. It is in our interests to use your information in order to answer any queries you may have, whomever you may be.

For information collected in respect of course or event enquiries we may use your data in extra marketing collateral, such as emails. Our lawful basis for such marketing activity is legitimate interests. Where you have made an application to study with us, our lawful basis for marketing activity is contract. Where you wish to participate in competitions or surveys, our lawful basis for this activity is consent.

## Course Applications

When you complete a course application, we will collect the following information:

- Full name
- Date of birth
- Nationality
- Residency
- Address
- Phone number
- Email address
- Parent/guardian/carer contact details
- Previous learning support information
- Disability disclosure
- Place of previous education
- Achieved/pending qualification
- Information relevant to your course application (e.g. skills and interests)
- Unspent criminal convictions, where appropriate (see Criminal Conviction Data section below)

Our lawful basis for the processing of your information when applying for a further or higher education course is contract: the processing is necessary for steps taken prior to entering into a contract with us to provide you with education and training.

Some interviews are recorded securely for the purpose of training and quality improvement. Further details are available by requesting a copy of our Interview Observations notice, available from [admissions@accesstomusic.ac.uk](mailto:admissions@accesstomusic.ac.uk)

Course applications for 19+ Access to HE courses also require applicants to be assessed online in Maths and English through Century (a functional skills assessment tool) prior to enrolment.

## Employment Applications

Job vacancies for Access Creative College are available on our website <https://www.accesscreative.ac.uk/jobs>.

When you apply for a role you are taken to our vacancy portal which is hosted by a third party company called Hireful. You can view their website and privacy policy here <https://hireful.co.uk/privacy-policy>. When you apply for a role we collect and store certain pieces of Personal Data and other information relating to you, including:

- Full name
- Contact details, including email address, address, telephone numbers including mobile numbers,
- Work history, education, training, skills, experience, position held, dates of employment and any other information included in your CV including names of current and previous employers
- Details of job preferences
- Names and contact details of referees where provided
- Special category personal data linked to equality and diversity monitoring. This information is not available to hiring managers as part of their review and assessment of applications and is limited to representatives of People Services and Hireful for the purposes of statistical analysis or final inclusion in personal records of appointed candidates as part of their employment with the company.

- Answers to questions that we pose to ascertain your suitability for the job for which you are applying

Our lawful basis for the processing of your information when submitting an application for employment is contract: the processing is necessary for our employment contract with you, or it is necessary for steps taken prior to entering into a contract of employment.

## How We Use Your Information

### Website Visitors

We use the information collected from you when you visit our website to:

- Improve the functionality of the website
- To help us improve the website
- To help us understand behaviour and make improvements to website processes

### Enquiries and Event Bookings

We will use the information that you have provided to us when submitting an enquiry or requesting an event booking:

- To contact you regarding your interest in the college i.e. responding to your enquiry or event booking
- To communicate with you on matters relating to your enquiry, or event booking
- To send you promotional emails about new events or other information that we think may be of interest
- To plan your attendance at an event

### Course Applications

We will use the information that you have provided to us when submitting an application to one of our courses to:

- Effectively plan your potential learning journey with us
- Progress your application for study
- Contact you in relation to your application for activities such as arranging an interview, or to request more information.
- Plan your attendance at an event, eg applicant open day

We will keep in touch with you after you have made an application to us, to help you progress your application. This may include email, telephone, letter and WhatsApp communications (where you have an existing WhatsApp account, this processing is done via Purlos). You do not need to sign up to a WhatsApp account at any stage.

At other stages of the learner recruitment process where you submit a formal application form and/or enrol with the College we will collect further information from you as necessary for the processing of these stages in the learner journey. You can find out more about what we do with your personal data from our Learner Privacy Policy, which will be made available when you enrol.

If you decide not to enrol with us, we may contact you to request your feedback on our admissions processes in order to make improvements to our services.

### Employment Applications

We will use the information that you have provided to us when submitting an application for employment to:

- Assess your potential employment with us
- Progress your application for employment
- Contact you in relation to your application for activities such as arranging an interview, or to request more information

If you become a member of our workforce, then a separate Workforce Privacy Notice will be made available to you.

## Criminal Conviction Data

We may collect, store and use information about criminal convictions and offences for course applications and employment applications, where relevant.

We will only use information relating to criminal convictions where the law allows us to do so. We process criminal convictions data as per our legal obligations to safeguard others as per their vital interests. When we process criminal conviction data, we will ensure the safety and security of this data so it will not be compromised.

We recognise the contribution that people with criminal records can make as students and welcome applications from them. A person's criminal record will not, in itself, debar that person from being admitted on to a course. Any information given will be treated in the strictest confidence. Suitable applicants will not be refused a place on their chosen course because of offences which are not relevant to, and do not place them at or make them a risk in, the course for which they are applying.

## Safeguarding Information

Access Creative College (Access to Music) has safeguarding processes which are designed to help our learners and employees.

Personal Data processed for safeguarding may involve (but is not limited to) name; address; contact details; health information; details of the nature of the safeguarding case and previous safeguarding information.

Should someone require safeguarding intervention, their data will be held securely within our database and depending on the circumstances, may be shared with other third parties who may need that information. For more information, please contact us using our contact information.

## Third Parties and Onward Transfers

To access a list of the processors that we use, please see the Processor list at the end of this document.

### Website visitors

All visitors have the opportunity to use the chat function on our website. This can be used to raise general queries. We use software provided by PureChat who are based in the USA for the purposes of providing you with an opportunity to submit such an inquiry while browsing our site. Their privacy policy can be found here: <https://purechat.com/privacy>.

### Enquiries and event bookings

For learner enquiry purposes we capture personal data via web forms embedded in our website. Any personal data collected will be used for the purposes outlined in this document. For some event bookings, we collect personal data using HubSpot as our processor. You do not have to use Eventbrite to make a booking. If you prefer to, then you can email us [admissions@accesscreative.ac.uk](mailto:admissions@accesscreative.ac.uk) with your enquiry.

For the collection of data during physical events, external marketing events and taster days we may use software provided by SignUpAnywhere for the purposes of collecting and processing data for use in respect of direct

marketing of information relating to our courses, centres and other relevant events. Their Privacy Policy can be found here: <https://www.signupanywhere.com/privacy>.

### **Employment applications**

For employment purposes we use the services of Hireful to collect and process personal data using their Applicant Tracking System (ATS). Access Creative College may receive your application via the ATS, directly via your application for a position on our website, or via embedded links in advertisements for vacancies placed with a variety of job boards either on our behalf by Hireful or directly by us. For more information you can refer to their privacy policy: <https://hireful.co.uk/privacy-policy>.

### **Onward transfers**

The College will implement where needed data transfer agreements when transferring any personal data outside of the UK.

The information that we collect (including any Personal Data) may be transferred to, and stored at, various destinations, which may include destinations outside the UK/European Economic Area (EEA). It may be processed at various locations outside the UK/EEA by one of our IT service providers including hosting, connectivity or telecommunications.

Examples of this would be services which utilise global business solutions e.g, Google GSuite, Amazon Cloud Services, Microsoft Azure which for the purposes of backup, disaster recovery, load balancing means that data systems using these platforms can pass through or be stored outside the UK/EEA. However, these providers have established robust measures and procedures to ensure data integrity and compliance.

## **How Long We Keep Your Information For**

### **Website visitors**

We use analytics technologies provided by Google Analytics and other third parties. This involves cookies being set via our Website, which then collect information about your usage of our Website. Please view our Cookie Policy online for more information.

### **Enquiries and event bookings**

For Course Enquiries or Event Bookings we will store your information for two years after your initial enquiry/booking. Should you wish to remain in contact with us for the purposes of receiving further marketing or event information beyond this time you will be asked to provide additional consents to do so.

### **Course applications**

We will store your personal data for 2 years from the end of the academic year applied to, unless you become a learner of Access Creative College. Personal data linked to your studies, funding, assessment and achievement will be retained in line with our statutory and contractual requirements as outlined in our data retention schedule. Should you wish to remain in contact with us for the purposes of receiving further marketing or event information beyond this time, then you will be asked to provide additional consents to do so.

### **Employment applications**

For applications for employment we will store your Personal Data for a period of 6 months if you are not successful after which this will be deleted. If we wish to retain your application details beyond the 6 month period we will ask you for your consent to do so. The details for successful applicants will be transferred to your employment records with the business and retained in line with our data retention policies and statutory obligations, the details of which can be found in our Privacy Notice - Workforce Data available to our workforce.

## Your Rights Over Your Information

### The Right to be Informed:

You have the right to be informed about the collection and use of your personal data. We ensure we do this with our internal data protection policies and through our external website policy. These are regularly reviewed and updated to ensure these are accurate and reflect our data processing activities.

### Right to Access:

You have the right to access the personal information that we hold about you in many circumstances, by making a request. This is sometimes termed 'Subject Access Request'. If we agree that we are obliged to provide personal information to you (or someone else on your behalf), we will provide it to you or them free of charge and aim to do so within 30 days from when your identity has been confirmed.

We would ask for proof of identity and sufficient information about your interactions with us that we can locate your personal information.

### Right to Rectification:

If any of the personal information we hold about you is inaccurate, incomplete or out of date, you may ask us to correct it.

### Right to Stop or Limit Our Processing of Your Data:

You have the right to object to us processing your personal information for particular purposes, to have your information deleted if we are keeping it too long or have its processing restricted in certain circumstances.

### Right to Erasure:

You have the right to have personal data erased. This is also known as the 'right to be forgotten'. The right is not absolute and only applies in certain circumstances.

### Right to Portability:

The right to portability gives you the right to receive personal data you have provided to a controller in a structured, commonly used and machine readable format. It also gives you the right to request that a controller transmits this data directly to another controller.

If you would like to exercise any of these rights, please contact us as set out below.

The Information Commissioner's Office (ICO) regulates data protection and privacy matters in the UK. They make a lot of information accessible to consumers on their website and they ensure that the registered details of all data controllers (including us) are available publicly. You can access their website here <https://ico.org.uk/for-the-public>.

You can make a complaint to the ICO at any time about the way we use your information. However, we hope that you would consider raising any issue or complaint you have with us first. Your satisfaction is extremely important to us, and we will always do our very best to solve any problems you may have. You can contact us via our details below.

For any enquiries relating to Freedom of Information requests, please contact [dataprotection@accesscreative.ac.uk](mailto:dataprotection@accesscreative.ac.uk)

## Securing Your Information

The security of your information is important to us. We have implemented suitable physical, electronic, and procedural measures to safeguard your information. We have Cyber Essentials accreditation. Our security measures include:

- Access control: Access to all information will be controlled and will be driven by business requirements. Access will be granted or arrangements made for users according to their role and the classification of information, only to a level that will allow them to carry out their duties. A formal user registration will be maintained for access to all information systems and services.
- Encryption of data: The College will use encryption where appropriate to protect the confidentiality, authenticity and integrity of personal data, information and systems.
- Physical and environmental security: The College will house information and data in secure environments, with a range of information technology and physical security protections in place.
- Communications security: The College will maintain network security controls to ensure the protection of information within its networks, and provide the tools and guidance to ensure the secure transfer of information both within its networks and with external entities.

We will never ask you for your passwords.

We have an Information Security Policy which is regularly reviewed and has been implemented across the College. However, please keep in mind that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

## Changes To Our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). We recommend that you check this policy regularly to stay up to date.

## How To Contact Us

If you have any questions about this policy, please contact us.

By email: [dataprotection@accesscreative.ac.uk](mailto:dataprotection@accesscreative.ac.uk)

By post: using the address listed in the introduction

Learner related enquiries: [admissions@accesscreative.ac.uk](mailto:admissions@accesscreative.ac.uk)

Employment related enquiries: [people@accesscreative.ac.uk](mailto:people@accesscreative.ac.uk)

To contact our DPO: [dpo@accesscreative.ac.uk](mailto:dpo@accesscreative.ac.uk)

**GENERAL PRIVACY NOTICE - Access Creative College (Access to Music Ltd)  
Third Party Data Processors. Updated December 2022**

<b>Dataset(s) processor is associated with</b>	<b>Data Processor Name</b>
Applicants, Learners, Workforce	Confetti / Nova Centric
Applicants, Learners	Century
Potential Applicants, Applicants, Learners, Workforce, Apprentices, Apprentice Employers, Visitors, Other Organisations	Google (G-Suite)
Learners and Applicants with EHCPs only	Birmingham Local Authority
Applicants, Learners, Workforce	EBS
Applicants, Learners, Workforce	The Commercial Applications Company Ltd (Pay My Student Bursary)
IT Services	Mitel \ Gamma Horizon
IT Services	Net2 (Paxton)
IT Services	AWS
IT Services	Google (Cloud)
IT Services	Microsoft, UK
IT Services	Microsoft Azure
IT Services	Overt
Applicants, Learners	J2 Research
Workforce, Learners, Apprentices	The Safeguarding Company (My Concern)
Workforce, Learners, Apprentices	Egress
Potential Applicants, Applicants, Parents, Learners, Apprentices, Workforce, Other Organisations	Pure Chat
Potential Applicants, Applicants, Learners, Workforce, Other Organisations, Apprentices and Apprentice Employers	Mail Chimp
Workforce, Visitors	Hill Dickenson
Potential Applicants, Applicants	Purlos
Potential Applicants, Applicants, Learners, Apprentices, Workforce, Other Organisations	The Mailing People
Potential Applicants, Applicants, Parents, Other Organisations	Sign Up Anywhere
Website	Zapier
Website	Gravity
Website	WordPress
Potential Applicants, Applicants, Parents, Learners, Apprentices, Other Organisations	HubSpot
Workforce Applicants and Workforce	Atlantic Data

Workforce Applicants and Workforce	Hireful
Workforce, Applicants, Learners, Parents, Apprentices, Other Organisations	Chaffinch (secure storage and disposal)
Workforce, Applicants, Parents, Learners, Apprentices, Other Organisations	Shred It (secure disposal)
Potential Applicants, Parents, Learners, Apprentices, Other Organisations, Workforce	TNT
Learners, Apprentices, Workforce, Visitors	Backhouse Insurers
Applicants, enquiries, learners	janettxt