



## Website Privacy & Cookie Policy

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**Policy agreed:** May 2018

**Policy last review date:** September 2021

**Policy Review Date:** September 2022

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"We", "our" or "us" means The Bury Grammar Schools Trustee Limited (company number 06612259) as trustee of Bury Grammar Schools Charity (registered charity number 526622). Our registered office is: Farraday House, Bridge Road, Bury, BL9 0HG.

If you have any questions about this policy or the ways in which we use your personal information, please email [dataprotection@burygrammar.com](mailto:dataprotection@burygrammar.com).

This privacy policy has been prepared in accordance with the Data Protection Act 2018 which implements the General Data Protection Regulation.

This privacy policy sets out our privacy practices relating solely to the use of our website. Links within our website to other websites are not covered by this privacy policy. You should review the privacy information on those other websites to find out how they may use your personal information.

### INFORMATION WE COLLECT

We will collect and use the following personal information about you:

- Information you give us. This is information about you that you give us by filling in forms on our website to:
  - (i) fill out an Enquiry Form. The mandatory information will include your name, phone number, email, address, the name, date of birth, gender, current school and current year group of your child.
  - (ii) fill out an Application Form. The mandatory information will include your name, address, phone number, email address, your son or daughter's name and date of birth, gender, current school and current year group of your child.
  - (iii) fill out the Alumni registration form. This information will include your name, maiden name, address, class year, email address and phone number.
  
- Information we collect about you. We use Google Analytics on our website, which is a cookie. Please see the section below called "Cookies" for an explanation of what this means. We use Google Analytics to collect the following information from users of our website: the number of visitors, the pages you have visited and where you have come to our site from.

## **USES MADE OF YOUR PERSONAL INFORMATION**

We will use your personal information set out above as follows:

- to send you the information you have requested
- to monitor the usage of our website
- to help us track the traffic we get through our website and
- to help us improve the user-experience of our website.

We treat your personal information with confidentiality, and we do not use it for any other purposes.

## **LEGAL BASIS ON WHICH WE COLLECT AND USE YOUR PERSONAL INFORMATION**

We are collecting and using the personal information that you give us on the basis that you have consented to us using it to contact you regarding school admissions. You can withdraw your consent at any time by emailing [dataprotection@burygrammar.com](mailto:dataprotection@burygrammar.com).

We are collecting and using the personal information that we get through Google Analytics on the basis that it is in our legitimate interests to monitor how our website is used, the traffic we get through our website, and to help us to improve the user-experience of our website. We do not consider that our legitimate interest in having a well-functioning website has a disproportionate effect on your rights because we collect minimal information from you which is largely anonymised. We do not use the information we collect to make any decisions about you.

## **HOW LONG WE KEEP YOUR PERSONAL INFORMATION**

We will not keep your personal information for longer than we need it for the purposes we have explained above. We will securely delete information you give us after 12 months. We will securely delete information we collect from website users after 12 months.

## **SHARING YOUR PERSONAL INFORMATION**

We will not share the personal information that you give us with anyone.

## **TRANSFER OF YOUR PERSONAL INFORMATION OUTSIDE THE UK/EEA**

We do not store or transfer your personal data outside the UK/European Economic Area.

## **YOUR RIGHTS OVER YOUR PERSONAL INFORMATION**

You have a number of rights over your personal information, which are:

- the right to make a complaint to the Information Commissioner's Office (ICO) if you are unhappy about the way your personal data is being used – please refer to the ICO's website for further information about this (<https://ico.org.uk/>)
- the right to ask us what personal information we are holding about you and to have access to a copy of your personal information

- the right to ask us to correct any errors in your personal information
- the right, in certain circumstances such as where our use of your personal information is based on your consent and we have no other legal basis to use your personal information, to ask us to delete your personal information
- the right, in certain circumstances such as where we no longer need your personal information, to request that we restrict the use that we are making of your personal information
- the right, in certain circumstances, to ask us to review and explain our legitimate interests to you; and
- the right, where our use of your personal information is carried out for the purposes of an agreement with us and is carried out by automated means, to ask us to provide you with a copy of your personal information in a structured, commonly-used, machine-readable format.

## **COOKIES**

A cookie is a small file, which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

In general, we use cookies and our records of the pages which users have visited to gather information about all of our users collectively, such as what areas users visit most frequently and what services are accessed most. We only use such data in the aggregate. This information helps us determine what is most beneficial for our users, and how we can continually create a better overall experience for our users and improve our website in order to tailor it to customer needs.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

The table below explains the cookies we use and why.

Cookie	Name	Purpose	More information
Google Analytics	_utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	<a href="#">Click here for an overview of privacy at Google</a>

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

You can easily remove any cookies that have been created in the cookie folder of your browser. For example, if you are on Windows machine, here are the steps on how to use Windows Explorer to erase cookie files:

- Click on 'Windows Explorer'
- Click on 'Tools'
- Click on 'Internet Options'
- Click on the 'General' tab
- Click on the 'Delete' button in the 'Browsing History' section
- Click on the 'Delete Cookies' button next to the 'Cookies' section
- Close when finished
- Click on the 'Ok' button to close

## USEFUL LINKS

[Information Commissioners Office](#) – As the independent arbiter of information rights, the Information Commissioner has been charged with regulating the new rules for websites aimed at UK consumers.

[AboutCookies.org](#) – More information about cookies, including how to manage or delete them.

Google Analytics – [How Google Analytics use cookies](#) and how to opt out of being tracked by Google Analytics.

[Directgov](#) – Manage cookies yourself and learn more about them with this advice from Directgov.

Notification of changes our web team reserves the right to change the privacy statement without notice. It is the responsibility of users to check this privacy statement regularly.