

# Student Privacy Notice



## About this document

This privacy notice explains how Doreen Bird College of Performing Arts Ltd ("we", "our", "us") collects, uses and shares your personal data, and your rights in relation to the personal data we hold. This privacy notice concerns our processing of personal data of past, present and prospective students of Bird College ("you", "your").

Bird College is the data controller of your personal data and is subject to the General Data Protection Regulation (the "GDPR").

## Who is this Privacy Notice intended for?

This privacy notice is intended for:

- I. Students currently studying at the College.
- II. Prospective students of the College.
- III. Former students of the College.

## How we collect your information

We may collect your personal data in several ways, for example:

- from the information you provide to us when you interact with us before joining, for example when you express your interest in studying with us;
- when you apply to study with us and complete enrolment forms and when you complete other admissions processes and procedures;
- when you communicate with us by telephone, email or via our website, for example to make enquiries or raise concerns;
- in various other ways as you interact with us during your time with us, for the various purposes set out below;
- from third parties, for example from your previous or current school, sixth form, College or employers who may provide a reference about you or who may sponsor your studies.

## The types of information we collect

We may collect the following types of personal data about you:

- your name, and contact information such as address, email address and telephone number, as well as your date of birth, (or other tax identification number) and your passport number or

national identity card details, country of domicile and your nationality. We will also allocate you a unique student number;

- information relating to your education and employment history, the school(s), sixth form (s) or universities you have attended and places where you have worked, the courses you have completed, dates of study and examination results. We will also keep records relating to assessments of your work, details of examinations taken, your predicted and actual examination grades and other information in your student record;
- information about your family or personal circumstances, and both academic and extracurricular interests, for example where this is relevant to the assessment of your suitability to receive a bursary or in order to provide you with appropriate pastoral care;
- sensitive personal data and information about criminal convictions and offences, including:
  - information concerning your health and medical conditions (e.g. disability and dietary needs);
  - *certain criminal convictions; and*
  - information about your racial or ethnic origin.

## **How we use information about our students**

The purposes for which we may use personal data (including sensitive personal data) we collect during a student's association with us include:

- recruitment and admissions;
- academic matters, including:
  - the provision of our core teaching, learning and research services (e.g. registration, assessment, attendance, managing progress, academic misconduct investigations, certification, graduation);
  - maintaining student records;
  - assessing your eligibility for bursaries and scholarships, etc.
- providing library, IT and information services;
- non-academic matters in support of our core services, including:
  - providing student support services (e.g. Additional Learning Support, Careers, Wellbeing Service, personal tutors and academic departments);
  - monitoring equal opportunities;
  - safeguarding and promoting the welfare of students;
  - ensuring students' safety and security;
  - managing student accommodation;
  - managing the use of social media;

- managing car parking on campus;
- administering finance (e.g. fees, scholarships and bursaries);
- other administrative purposes, including:
  - carrying out research and statistical analysis;
  - carrying out audits (e.g. to ensure compliance with our regulatory and legal obligations);
  - providing operational information (e.g. providing IT support, information about building closures or access restrictions on campus, or safety advice);
  - promoting our services (e.g. providing information about summer schools, student exchanges, or other events happening on and off campus);
  - preventing and detecting crime;
  - dealing with grievances and disciplinary actions;
  - dealing with complaints and enquiries.

## **Graduation and degree information**

Personal data (including award and classification) maybe be published in the award ceremony booklet. This information may also be passed to third parties involved in the ceremonies (including photographers and commemorative clothing suppliers).

All award ceremonies are filmed and photographed and the footage may be available to view online afterwards.

## **The basis for processing your information and how we use it**

We may process your personal data because it is necessary for the performance of a contract with you or in order to take steps at your request prior to entering into a contract. In this respect, we use your personal data for the following:

- to interact with you before you are enrolled as a student, as part of the admissions process (e.g. to send you a prospectus or answer enquiries about our courses);
- once you have enrolled, to provide you with the services in accordance with the contract you have with us;
- to deal with any concerns or feedback you may have;
- for any other purpose for which you provide us with your personal data.

We may also process your personal data because it is necessary for the performance of our tasks carried out in the public interest or because it is necessary for our or a third party's legitimate interest. In this respect, we may use your personal data for the following:

- to monitor and evaluate the performance and effectiveness of the College, including by training our staff or monitoring their performance;
- to maintain and improve the academic, corporate, financial, estate and human resource management of the College;
- to promote equality and diversity throughout the College;
- to seek advice on our rights and obligations, such as where we require our own legal advice;
- recovering money, you owe to us;
- for fundraising purposes.

We may also process your personal data for our compliance with our legal obligations. In this respect, we may use your personal data for the following:

- to meet our compliance and regulatory obligations, such as compliance with anti-money laundering laws and safeguarding requirements;
- for the prevention and detection of crime;
- in order to assist with investigations (including criminal investigations) carried out by the police and other competent authorities.

We may also process your personal data where:

- it is necessary for medical purposes (e.g. medical diagnosis, provision of health or social care or treatment, or a contract with a health professional);
- it is necessary to protect your or another person's vital interests; or
- we have your specific or, where necessary, explicit consent to do so.

## **Sharing information with others**

For the purposes referred to in this privacy notice and relying on the bases for processing as set out above, we may share your personal data with certain third parties. You are given the opportunity to opt out of some of these data sharing arrangements, for example when you register with us, but you should carefully consider the possible impact of doing this. Unless an opt-out is in place, we may disclose limited personal data to a variety of recipients including:

- our employees, agents and contractors where there is a legitimate reason for their receiving the information, including:
  - any third parties who work with us to provide student accommodation;
  - any third parties who work with us to provide student wellbeing services (e.g. counselling, physiotherapy);
  - third parties who are contracted to provide IT services for us; o organisations operating anti-plagiarism software on our behalf;
  - internal and external auditors.

- those with an interest in tracking student progress and attendance, including:
  - student sponsors (e.g. the Student Loan Company, research sponsors, Research Councils);
  - current or potential education providers (for example, where you take part in an exchange programme as part of your course);
  - current or potential employers (to provide references and, where students are sponsored by their employer and/or where you take part in a placement, to provide details of progress/attendance);
- professional and regulatory bodies (e.g. Ofsted) in relation to the confirmation of qualifications, professional registration and conduct and the accreditation of courses;
- government departments and agencies where we have a statutory obligation to provide information (e.g. the Office for Students, the Higher Education Statistics Agency (HESA), the Home Office (in connection with UK visas and immigration), Council Tax and Electoral Registration Officers at relevant local authorities (for the purpose of assessing liability for Council Tax and for electoral registration purposes));
- crime prevention or detection agencies (e.g. the police, the Department for Work and Pensions and Trading Standards);
- parents, guardians, and next-of-kin (where there is a legitimate reason for disclosure such as an emergency situation);
- third parties conducting surveys, for example the National Student Survey.

## **Alumni and Development**

We pass certain of your personal data to our Alumni and Development Office when you graduate. This information will be used for alumni activities, including sending College publications, promotion of alumni benefits, services, events and programmes. Your personal data may also be used in fundraising programmes. We may also disclose limited personal data to our contractors for analysis in connection with fundraising activities.

## **HESA**

We will send some of the student information we hold to the Higher Education Statistics Agency ("HESA"). HESA collects and is responsible for the database in which HESA student records are stored. Details of how HESA will process this information can be found at:

<https://www.hesa.ac.uk/about/regulation/data-protection/notices>.

## **National Student Survey and Leaver Surveys**

We may pass student contact details to survey contractors to carry out the National Student Survey and surveys of student finances for the organisations identified by HESA in their data protection notices referred to above. These organisations and their contractors will use student's details only for this purpose and will then delete them.

About six months after graduation, we will contact each student to ask him or her to fill in the HESA “Destination of Leavers from HE” questionnaire. Students may also be contacted as part of an audit to check that we have undertaken this survey properly. We will not give your contact details to HESA.

Students may also be included in surveys that track the progress of leavers in the years after they graduate. If so, we will pass your contact details to the organisation that has been contracted to carry out that survey. The organisation will use your details only for that purpose and will then delete them.

If you do not want to take part in any of these surveys, please let us know.

## **Changes to your personal data**

Please tell us promptly about any changes to the information we hold about you. This is particularly important for your contact details. You can do this by emailing [dpo@birdcollege.co.uk](mailto:dpo@birdcollege.co.uk)

## **How long your information is kept**

Subject to any other notices that we may provide to you, we may retain your personal data for a period of six years after your association with us has come to an end. Physiotherapy records will be kept for eight years and Safeguarding forms will be kept for twenty-five years. However, some information may be retained indefinitely by us to maintain your academic record for archiving purposes (or by the Alumni and Development Office for the purposes of supporting your lifelong relationship with us.

## **Your rights**

Under the GDPR you have the following rights:

- to obtain access to, and copies of, the personal data that we hold about you;
- to require that we cease processing your personal data if the processing is causing you damage or distress;
- to require us not to send you marketing communications.
- to require us to correct the personal data we hold about you if it is incorrect;
- to require us to erase your personal data;
- to require us to restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal);
- to receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller;
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

If you have given your consent and you wish to withdraw it, please contact our Data Protection Officer using the contact details set out below. Please note that where our processing of your personal data relies on your consent and where you then withdraw that consent, we may not be able to provide all or some aspects of our services to you and/or it may affect the provision of those services.

## **Contact us**

If you have any queries about this privacy notice or how we process your personal data, you can contact our Data Protection Officer, Kerensa Gardner by email [dpo@birdcollege.co.uk](mailto:dpo@birdcollege.co.uk) by telephone: 020 8300 6004; or by post: Secretary to the Board of Directors, C/O Kerensa Gardner, Bird College Alma Road, Sidcup, Kent, DA14 4ED.

To request access to the personal data that we hold about you, you can contact our Data Protection Officer, Kerensa Gardner by email [dpo@birdcollege.co.uk](mailto:dpo@birdcollege.co.uk) ; by telephone: 0208 300 6004; or by post: Secretary to the Board of Directors, C/O Kerensa Gardner, Bird College Alma Road, Sidcup, Kent, DA14 4ED.

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner.

You can find out more about your rights under data protection legislation from the Information Commissioner's Office website available at: [www.ico.org.uk](http://www.ico.org.uk)

**End of Document**