



## Privacy Policy

This Privacy Policy outlines how we collect, use, disclose, and protect your personal information when you visit our website, contact us, or use our services.

### 1. Who We Are

- **Name:** Stratford College of Business and Management (SCBM)
- **Address:** e-Innovation Centre, University of Wolverhampton, Telford Campus, TF2 9FT, UK
- **Email:** enquiries@scbm.org.uk
- **Telephone:** +44 (0)330 133 8310

### 2. Information We Collect

We may collect and process the following types of personal information:

- **Personal Identification Information:** Name, email address, phone number, postal address, date of birth, and nationality.
- **Academic and Employment Information:** Educational background, employment history, and other relevant information for course applications.
- **Financial Information:** Payment details, including credit/debit card information or bank account details.
- **Technical Information:** IP address, browser type, operating system, and browsing behavior through cookies and similar technologies.
- **Communication Data:** Records of your communications with us, including emails, phone calls, and messages.

### 3. How We Collect Your Information

We collect personal information in the following ways:

- **Direct Interactions:** When you fill out forms on our website, apply for a course, register for an event, subscribe to our newsletter, or contact us via email, phone, or post.
- **Automated Technologies:** As you interact with our website, we may automatically collect technical data about your equipment, browsing actions, and patterns through cookies, server logs, and similar technologies.
- **Third Parties:** We may receive personal data from third parties such as satellite centres, recruitment partners, and payment processing providers.

### 4. How We Use Your Information

We use your personal information for the following purposes:

- **Course Administration:** To process applications, enrolments, and payments and to manage your studies and assessments.
- **Communication:** To communicate with you regarding your course, enquiries, and any other relevant updates or information.
- **Marketing:** To send you information about courses, events, and news that may be of interest to you, provided you have given your consent to receive such communications.
- **Website Improvement:** To analyze website usage and improve our website's content,



functionality, and user experience.

- **Compliance and Legal Obligations:** To comply with legal obligations, respond to legal requests, and prevent fraud and misuse.

## 5. Legal Basis for Processing Your Information

We process your personal data based on one or more of the following legal grounds:

- **Consent:** Where you have provided explicit consent for us to process your personal information for specific purposes.
- **Performance of a Contract:** Where processing is necessary for the performance of a contract to which you are a party (e.g., enrolment in a course).
- **Legal Obligation:** Where we need to comply with a legal or regulatory obligation.
- **Legitimate Interests:** Where processing is necessary for our legitimate interests, provided your rights and interests do not override those interests.

## 6. Sharing Your Information

We may share your personal information with the following parties:

- **Service Providers:** Third-party service providers who assist us in providing services, including payment processors, IT service providers, and marketing agencies.
- **Academic and Accreditation Bodies:** External examiners, accreditation bodies, and regulatory authorities as required for academic and quality assurance purposes.
- **Satellite Centres:** Independent satellite centres contracted by us to assist in recruitment, payment processing in local currency, and administrative support.
- **Legal and Regulatory Authorities:** When required to comply with the law or protect our rights, property, or safety, or that of others.
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## 7. International Data Transfers

Your personal information may be transferred to, stored, and processed in countries outside the UK or the European Economic Area (EEA). We will take all reasonable steps to ensure that your data is treated securely and in accordance with this Privacy Policy and applicable data protection laws.

## 8. Data Retention

We will only retain your personal information for as long as is necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. Specific retention periods are determined based on the nature of the data and the purpose for which it is collected.

## 9. Your Data Protection Rights

Under data protection laws, you have the following rights regarding your personal information:

- **Right to Access:** You have the right to request access to the personal information we hold about you.
- **Right to Rectification:** You have the right to request correction of inaccurate or incomplete personal information.
- **Right to Erasure:** You have the right to request the deletion of your personal information where there is no legitimate reason for us to retain it.
- **Right to Restrict Processing:** You have the right to request the restriction of processing your



personal information under certain circumstances.

- **Right to Data Portability:** You have the right to request the transfer of your personal information to another party.
- **Right to Object:** You have the right to object to the processing of your personal information based on legitimate interests or for direct marketing purposes.
- **Right to Withdraw Consent:** Where we rely on consent to process your personal information, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us at [enquiries@scbm.org.uk](mailto:enquiries@scbm.org.uk).

## 10. Security of Your Information

We take the security of your personal information seriously and have implemented appropriate technical and organizational measures to protect it against unauthorized access, disclosure, alteration, or destruction. However, please note that no transmission over the internet is entirely secure, and we cannot guarantee absolute security.

## 11. Cookies and Tracking Technologies

We may place a “cookie” on the browser of your computer. Cookies are pieces of information that a website transfers to your computer’s hard drive for record-keeping purposes. The use of cookies is common on websites and many major websites use them to provide useful features to their visitors. The cookie itself does not contain any personally identifying information, but may be used to tell when your computer has contacted our Website. You may set your browser to reject cookies, but please understand that certain features of the Website may not be available if your browser does not accept cookies. We will never use or install spyware on your computer.

We also may use cookies, clear gifs and log file information to: (a) store information so that you will not have to re-enter it during your visit or the next time you visit the Website; (b) monitor aggregate metrics such as total number of visitors, pages viewed, etc.; and (c) track entries, submissions and status in any interactive portion of the Website.

## 12. Third-Party Websites

Our website may contain links to third-party websites. This Privacy Policy does not apply to those websites, and we are not responsible for the privacy practices or content of such websites. We encourage you to read the privacy policies of any third-party websites you visit.

## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or other reasons. We will notify you of any significant changes by posting the updated policy on our website. Your continued use of our website and services following such changes constitutes your acceptance of the updated Privacy Policy.

## 14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at:

- **Email:** [enquiries@scbm.org.uk](mailto:enquiries@scbm.org.uk)
- **Telephone:** +44 (0)330 133 8310
- **Address:** e-Innovation Centre, University of Wolverhampton, Telford Campus, TF2 9FT, UK



