



Privacy Notice for Visitors to Bolton College Website

Bolton College is committed to protecting your privacy and safeguarding any personal details supplied to us by you.

This page tells you how our website collects information about you and how we use that information. We do not attempt to identify individuals who visit our website unless you enter your information into an enquiry, application or enrolment form. For information on how we process personal information for applicants and students please refer to our Privacy Notice for Students.

When you visit **www.boltoncollege.ac.uk** we collect internet log information and details of behavior patterns. This allows us to monitor the number of visitors to the various parts of the site which also enables us to identify potential issues with the layout or functionality and the popularity of individual pages or sections. We collect this information in a way which does not identify any individual persons.

We gather statistics about visitors to our website including demographic data about visitor age, gender, location (town) and interests where this is available but do not identify individuals. We will use this data to help us understand how visitors use our site and how we can improve their online experience. This information is processed in Hotjar and Google Analytics.

Cookies

Another way our website collects information is through cookies. Cookies are small pieces of data that tell our website about your preferences. For example, if you set some of the accessibility options such as making the text larger, this will be remembered with a cookie so that you don't have to set it on each page. Cookies are used to send data to Google Analytics and Hotjar. The cookies we collect are anonymous. We don't link the data to anything that identifies you such as your name, contact details or address.

Advertising Cookies

We use cookies on our advertising so that we can monitor the success of our advertising campaigns. This also helps us to make our advertising more relevant to you. We may also use this information to show you advertisements for courses which you have previously shown some interest in, either by submitting a form, liking a page, visiting other websites or by clicking on an advertisement. The data collected when you submit a form on our website is used for the sole purpose of servicing your enquiry, and we will not use any personal data for any other reason. By submitting your data you give us permission to use your personal information in this way. Your information is never passed on to third parties for marketing purposes.

Controlling Cookies

Most web browsers allow some level of control of cookies through browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit **www.allaboutcookies.org** or for further information see the ICO (Information Commissioner's Office) website at **<https://ico.org.uk/for-the-public/online/cookies/>**

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>

We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. To find out more please visit YouTube's embedding videos information page.

Your permission

You can set your cookie settings in your browser to refuse to store any cookies, although this may affect the performance of the website. You can also install software which will allow you to opt out of data collected by Google Analytics (see controlling cookies section above). One of the ways we use this data is to look at how users navigate the site and make changes which benefit them. Opting out will have an affect on our ability to improve the usability of the site, which may have a direct impact on your user experience.

By using this website you are giving your consent to the collection and use of this information.

Links to other sites

Where this site links to external websites, these third parties will have their own privacy policy. Bolton College accepts no responsibility or liability for third party data collection.

Policy updates

If this policy changes, updates will be made to this page to keep you informed about the information we collect and how it is used.