Privacy Policy

Introduction

University of Liverpool online programmes are delivered in partnership with Kaplan Open Learning, an affiliated college of the University. For more information about our partnership please visit **https://online.liverpool.ac.uk/our-partnership/.**

Kaplan Open Learning (Liverpool) Limited is committed to maintaining the privacy and security of your personal data. This Privacy Policy explains how we collect, use, share and protect your personal data.

It is important that you read this Privacy Policy so that you are aware of how and why we are using your personal data.

This Privacy Policy is provided in a layered format so you can click through to the specific areas set out below:

1. **Who we are**
2. **Data Protection Officer**
3. **What is personal data?**
4. **Data protection principles**
5. **How we use your personal data**
6. **The personal data we collect from you**
7. **When and how we share your personal data with others**
8. **Transfer of your personal data to other countries**
9. **The security of your personal data**
10. **Our storage and retention of your personal data**
11. **Your rights as a data subject**
12. **Changes to this Privacy Policy**

1. Who we are

Kaplan Open Learning (Liverpool) Limited is a “data controller”. This means that we are responsible for deciding how we hold and use personal information about you. Where we act as a data controller, we are required under data protection legislation to notify anyone who provides personal data to us, either directly or through a third party, of the information contained in this Privacy Policy.

Kaplan Open Learning (Liverpool) Limited (company number 11979168 and registered address is Palace House, 3 Cathedral Street, London, SE1 9DE, United Kingdom) which is a company in the Kaplan International Pathways group. Within this Privacy Policy when we mention “we”, “us” or “our” in this Privacy Policy, we are referring to Kaplan Open Learning (Liverpool) Limited.

2. Data Protection Officer

Kaplan International Pathways has appointed a Data Protection Officer (DPO) who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact us using the following details:

Our contact details
Contact email: enquiries@study-online.liverpool.ac.uk

Postal address: Kaplan Open Learning (Liverpool), Kaplan Open Learning, 1 Park Row, 3rd Floor, Leeds, LS1 5HN.

We will then refer your request to the DPO. Alternatively, you may contact the DPO directly using the following details:

DPO contact details

Email address: dpo@kaplaninternational.com

Postal address: Palace House, 3 Cathedral Street, London, SE1 9DE, United Kingdom.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

If you are an EU national or resident in an EU country, and wish to contact our EU Representative: Kaplan Ireland Education Limited, 13/14 Aungier Street, Dublin 2, D02 WC04 Ireland

If you are a UK national or resident in the UK, and wish to contact our UK Representative: Kaplan UK Limited, UK Data Protection Representative, Palace House, 3 Cathedral St, London SE1 9DE, England

3. What is personal data?

Personal data is any information about an individual from which that individual can be identified. Your name, address, phone number and bank account number are examples of personal data. It does not include data where the identity has been removed (anonymous data).

4. Data protection principles

We will comply with data protection law. This says that the personal information we hold about you must be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

5. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform a **contract** we have entered into with you.
- Where we need to comply with a **legal obligation**.
- Where it is necessary for our **legitimate interests** (or those of a third party) and your interests and fundamental rights do not override those interests.

We may also use your personal data in the following situations, which are likely to be less common:

- Where we need to protect your **vital interests** (or someone else's interests).
- Where it is needed in the **public interest** or for official purposes.

Generally we do not rely on **con**sent as a legal basis for processing your personal data other than in relation to sending direct marketing communications to you via email. You have the right to withdraw consent to marketing at any time by contacting us.

6. The personal data we collect from you

Enquiries

When you request information or make enquiries about any of our services or programmes, we may use the personal data you provide in order to fulfil your request or respond to your enquiry. We may email you or contact you regarding educational services by telephone utilising automated technology at the telephone number(s) you provided. It is in our legitimate interests to use your personal data in this way so that you receive the information you have requested.

You may give us information about you by applying or enrolling on one of our courses, on **our site**, completing a form, downloading a prospectus, by corresponding with us by phone, email, LiveChat or otherwise. This includes information you provide when you register to use our site, participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey, and when you report a problem with our site.

Applications

If you make an application to study on one of our programmes we may collect the following categories of personal data about you:

- Personal contact details such as name, title, addresses, telephone numbers, and personal email addresses.
- Date of birth.
- Gender.
- Nationality and country of residence.
- Photo ID (e.g. your passport, driving licence or government ID)
- Visa information and immigration status.
- Education history.
- Employment history.
- Funding information.
- Personal statement.

It is in our legitimate interests to collect and use the above information in order to consider and process your application.

As part of our application process, for UK domiciled students, we are obliged to ask for the following information on behalf of HESA (the Higher Education Statistics Agency), the official agency for the collection, analysis and dissemination of quantitative information about higher education in the UK. We also use this information for internal equal opportunities monitoring purposes. You can choose whether to provide this information to us or not.

- Gender.
- Religion.
- Sexual orientation.
- Disabilities.

- Ethnic origin.
- Gender orientation.

Study

If we enter into a contract with you relating to study, we may collect additional personal data relating to you including:

- Bank account details.
- Billing address.
- Credit card or other payment information in order to process your payments.

This information, together with the personal data provided to us above at application stage, will be used by us to perform the contract we have entered into with you.

We may also collect further personal data relating to your visa application and immigration status as we have a legal obligation to use this information.

During your studies we will collect information about your academic experience and progression. This is in order to fulfil our contract with you but it is also in our legitimate interests to use this personal data in order to monitor the provision of our service to you.

We may also collect personal data about your health in order to make appropriate arrangements and reasonable adjustments that we are legally obliged to provide for you regarding your welfare or participation in your studies. We use this information in order to perform our contract with you but it also may be in your vital interests for us to do so.

If you use an agent to arrange your application and study with us, we may collect the categories of personal data described above from your agent.

Marketing

Where you have explicitly consented to do so, we may use your personal data to inform you of special offers and new or existing services or courses we offer that are similar to those that you have already purchased or enquired about. This may also include surveys or questionnaires so that we can learn more about your needs and interests.

From time to time we may use your personal data to offer you the opportunity to participate in contests, sweepstakes and other promotions. When you enter you should carefully review any rules, as they may contain additional information about our use of your personal data.

If you are opted into marketing, we may also upload an encrypted version of your email address to social media and advertising platforms to do the following if a match is found:

- show you direct, relevant marketing messages
- create audiences of people that are similar to you
- ensure you do not see irrelevant marketing messages

If you would prefer that we do not send such communications to you, please follow the opt-out links on any marketing message, or change your settings on the social media platform, or contact us using the contact details in this Privacy Policy. If you prefer that all your details provided are removed from our database, please contact us using the contact details in this Privacy Policy.

Please also see the section entitled “Your rights as a data subject” in this Privacy Policy.

Automated technologies or interactions

As you interact with our website or learning platform, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see **the cookie policy on our learning platform website** and **the cookie policy on our website** for further details.

Our website and learning platform

With regard to each of your visits to our website and learning platform we may automatically collect the following information:

- technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time);
- pages you viewed or searched for;
- page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

We will use this information:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you and assist you in participating in interactive features of our service and track your progress on one of our courses;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

Internal business purposes

We also may use your personal data for our internal business purposes. This is in our legitimate interests in order to operate as a business and monitor and improve the services we provide. Where possible we will anonymise this information. Please contact us using the contact details in this Privacy Policy if you would like more information.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

Parents and guardians

We collect personal data as described above. However if you are under 16 years of age and want to request information, download a prospectus, apply or enrol on one of our courses or contact us, you must ask your parent or guardian for permission. Our courses are not available to anyone under the age of 18.

7. When and how we share your personal data with others

We may share your personal data with third parties where required by law, where it is necessary to perform our contract with you or where we have a legitimate interest in doing so. Such third parties may include the following:

- **Our service providers:** We may share your personal data with other companies that perform certain services on our behalf. These services may include processing payments, providing customer service and marketing assistance, performing business and sales analysis, advertising, analytics, search information services, credit reference services and supporting our website and IT functionality. These service providers may be supplied with or have access to your personal data solely for the purpose of providing these services to us or on our behalf. Kaplan Open Learning (Liverpool) Limited is the data controller and will remain accountable for your personal data.
- **Our business partners:** We may share your personal data with University of Liverpool. We may also share your personal data, including, but not limited to your grades and attendance with your sponsor or employer with whom we have a contract relating to your programme of study.
- **Agents:** If you use an agent to arrange your application or study with us, we may share your personal data with them.
- **Other entities in the Kaplan group:** We may share your personal data with other entities in our group as part of our regular reporting activities on company performance, in the context of a business reorganisation or group restructuring exercise or for system maintenance support and hosting of data, or to aid and support the admissions process..
- **Regulators:** We may need to share your personal data if required by a regulator or to otherwise comply with law.
- **HESA:** We collect information for the Higher Education Statistics Agency Limited (HESA). Further information on this can be found **here**.
- **Others:** We may share your personal information with other third parties such as in the context of the possible sale of our business. We may also need to share your personal data in order to permit us to pursue available remedies or limit damages we may sustain.

8. Transfer of your personal data to other countries

As we are part of an international business with employees, entities and service providers all over the world, we may need to transfer the personal data you provide to us to other countries which may be outside the European Economic Area (EEA).

The data protection laws in such countries may not be as comprehensive and provide the same level of protection for your personal data as those within the EEA. In these circumstances, we will take appropriate steps to ensure that your personal data is handled as described in this Privacy Policy. These steps include putting in place appropriate contractual mechanisms. Please contact us using the contact details in this Privacy Notice if you would like more information.

9. The security of your personal data

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, service providers, business partners, agents and other third parties who have

legitimate need to know. They will only process your personal information on our instructions or as otherwise agreed and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

10. Our storage and retention of your personal data

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. Please contact us using the contact details in this Privacy Policy if you would like more information regarding our retention and storage of your data.

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your working relationship with us.

In some circumstances we may anonymise your personal data so that it can no longer be associated with you, in which case we may use such information without further notice to you.

11. Your rights as a data subject

Under certain circumstances, by law you have the right to:

- **Request access** to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example, if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal data to another party.

If you want to review, verify, correct or request erasure of your personal data, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact us in writing using the contact details in this Privacy Policy.

If you wish to make a rights request, please **click here**.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Your right to withdraw consent

In circumstances where you may have provided your consent to the collection, processing and transfer of your personal data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us using the contact details in this Privacy Policy. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

12. Changes to this Privacy Policy

We reserve the right to update this Privacy Policy at any time, and we will provide you with a new Privacy Policy when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.