



Privacy Notice for Visitors to Bolton College Website

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, 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>

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