

Introduction

This privacy notice outlines how we collect store and use of personal data gathered on our website. It should be read in conjunction with our other privacy notices such as the school privacy notice and prospective pupil/parent privacy notice.

How we collect your information

When someone visits our website, we collect standard internet log information and details of visitor behaviour patterns. This information is usually collected by using a small text file called a cookie, it provides statistical data and does not identify any individual. We also collect information submitted through our website via forms and other communications.

What information we collect

We collect the information you give us, for example, on a form to request a prospectus or register for an Open Event. This can consist of personal information such as your name, email address, postal address, telephone or mobile number, number of children, their ages and names. Cookies automatically collect data about your use of our website, such as your IP address, geographical location, browser type, referral source, length of visit, etc.

How we may use the information we collect and the legal basis for processing it

The information gathered about you may be used for the following purposes:

(1) Entering or fulfilling a contract with you

We may need to process the data you provide us with as part of the admissions process and to take steps at your request to enter into a contract to deliver education services for you.

(2) Legitimate Interest

Some of the data we process will be for 'legitimate interest'. The School needs personal information to successfully manage and administer the admissions process and for the fulfilment of your information requests. We may use your information to:

- Contact you in relation to any service you have requested, such as a prospectus or call back
- Deal with your enquiries, comments or complaints you contact us about
- Contact you in relation to any contribution you have submitted to us, such as photographs
- Send information regarding the School's admissions process and other services that are relevant to your child
- Administer our website, for internal purposes, troubleshooting, data analysis, testing, research, statistical and survey purposes
- Improve your browsing experience by personalising the website and to enable you to use the services on our website, and to ensure it is effective for you and your computer

Sharing your information with others

We will not pass your information to any third parties and will keep your information confidential except where disclosure is required for legal reasons (i.e. By police). If at any time you no longer wish to receive marketing correspondence from us please contact us. Our site contains links to and from other sites, these sites have their own privacy policies please check them before you submit any personal data.

We use a record keeping system that is maintained by a third party who are under a contract with the School to act as Data Processors.

How long we keep your information for

How long information is stored depends on whether your child/children are, or become, a pupil/pupils of The King's School. Please see the School's Record and Retention Policy and Schedule for more information.

Your rights

You have various rights under data protection law to access and understand the personal data held about you by the school, and in some cases you can ask for it to be erased or amended or have it transferred to others, or for the school to stop processing it, subject to certain exemptions and limitations. The school privacy notice explains your rights in more detail.

If you wish to access or amend your data, please put your request in writing to privacy@thekingsschool.eu or the king's school, lakesmere house, allington lane, fair oak, eastleigh, so50 7db.

Cookies

Our website makes use of cookies to improve your browsing experience. A cookie is a small amount of data which is stored by your web browser. If you agree to accept the cookie, the cookie helps to monitor and analyse the way our website is used. It also enables a website to remember certain information about you they allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Read more about our use of cookies at the end of this section.

Contact and complaints

If you have any comments or concerns about how we process your data please contact privacy@thekingsschool.eu. If you are not satisfied with the outcome, or how we deal with your complaint, you can contact the information commissioner: www.ico.org.uk .

COOKIES USED

STRICTLY NECESSARY COOKIES

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.

You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

- **Categories**

Provider
Cookies

- **Allow Cookies**

This cookie is used to determine whether the user allows cookies or not.

e4education

- cookiesAllowed

PERFORMANCE COOKIES

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site.

All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

- **Google Maps**

Most Google users will have a preferences cookie called 'NID' in their browsers. A browser sends this cookie with requests to Google's sites. The NID cookie contains a unique ID Google uses to remember your preferences and other information.

google.com

- NID

FUNCTIONAL COOKIES

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages.

If you do not allow these cookies then some or all of these services may not function properly.

- **Social Sharing**

These are set if to allow you to share content on social media platforms.

thekingsschool.eu

- __uname

TARGETING COOKIES

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites.

They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

- **Google Analytics**

Google Analytics gathers information allowing us to understand interactions with our websites and ultimately refine that experience to better serve you.

google.com

- `_ga`
- `_gid`
- `_gat`
- `AMP_TOKEN`
- `__utma`
- `__utmt`
- `__utmb`
- `__utmc`
- `__utmz`
- `__utmv`
- `__utmz`
- `__utmxx`
- **Vimeo**

We use Vimeo to embed videos onto our website. These cookies are used by Vimeo to collect analytics tracking information. Some of these cookies are used by Vimeo to track information about how the Vimeo service is being used, so Vimeo can make improvements and report on performance.

`vimeo.com, player.vimeo.com`

- `player`
- `vuid`
- `__utma`
- `__utmc`
- `__utmz`
- `__utmt__player`
- `continuous_play_v3`
- **YouTube Videos**

This cookie is set by the YouTube video service and aims to limit repeat advertising and deliver more relevant advertising to you.

`youtube.com`

- `GPS`
- `VISITOR_INFO1_LIVE`
- `YSC`
- `PREF`
- `remote_sid`
- `IDE`