**Privacy Notice** – Mailchimp Email Platform

**The Data Controller of the information being collected is:**

Forth Valley College, Grangemouth Road, Falkirk. FK2 9AD  
ICO Registration Number: Z9720531

**For any queries or concerns about how your personal data is being processed you can contact the Data Protection Officer at:** [**dataprotection@forthvalley.ac.uk**](mailto:dataprotection@forthvalley.ac.uk)

**This privacy statement relates to the following process:**

The College uses mailchimp to administer and manage marketing email communications.

**Your information will be used for the following purposes:**

Your contact details (name, contact details) will be used to administer marketing communications and alert you to offers, services, courses and college promotions.

**Our lawful basis for using the data is/are: (delete as appropriate)**

You have given consent for the use.  
You will have opted in to marketing services when you enrolled at the College. If you would like to withdraw your consent at any time, you can do so by emailing: marketing@forthvalley.ac.uk

**If you were to withhold the personal information we require for this process, there would be no consequences: we would simply stop communicating with you for marketing purposes.**

**Your data will be shared with mailchimp and their service providers. You can see their privacy notice here:**

<https://mailchimp.com/legal/privacy/#5._General_Information>

**This process involves your data being sent outside of the European Union. The following safeguard is in place for this international transfer:**

Mailchimp participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework. You can see their Privacy Shield Certification [here](https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active).

Mailchimp agrees to abide by and process EU Data in compliance with the Standard Contractual Clauses, incorporated in their policies [here](https://mailchimp.com/legal/data-processing-addendum/).

**This international transfer takes place on the following lawful basis: You have given consent for the use.**

**The processing of your data does not involve automated decision-making**

**Your data will be retained for the following length of time:**

Forth Valley College Marketing department will hold your data for the length of your course, unless you withdraw your consent, in which case a marker will be held in our suppression lists, to ensure you are not contacted for marketing purposes in future.

**The following rights are rights of data subjects:**

• The right to access your personal data

• The right to rectification if the personal data we hold about you is incorrect

• The right to restrict processing of your personal data

**The following rights apply only in certain circumstances:**

*•* Theright to withdraw consent at any time if consent is our lawful basis for processing your data

• The right to object to our processing of your personal data

• The right to request erasure (deletion) of your personal data

• The right to data portability

**You also have the right to lodge a complaint with the Information Commissioner’s Office about our handling of your data. Contact:** [**casework@ico.org.uk**](mailto:casework@ico.org.uk)