

Privacy and Cookie Policy

1. Who We Are:

1.1. We're the Loughborough College Group. We run this website and take care of your personal information. You can contact us anytime at:

- Email: dpo@loucoll.ac.uk
- Post: Loughborough College, Radmoor Road, Loughborough, LE11 3BT

2. About This Cookie Policy

2.1. This Cookie Policy explains what cookies are and how the Loughborough College Group uses them. It outlines the types of cookies we use, the information they collect, and how we use that information. We encourage you to read this policy carefully to understand our use of cookies. For more details on how we handle, store, and protect your personal data, please refer to our Privacy and Personal Data Protection Policy.

2.2. You can at any time change or withdraw your consent on our website.

3. What Are Cookies?

3.1. Cookies are small files saved on your computer. They help our website work and help us understand how people use our websites.

4. How Do We Use Cookies?

4.1. Like most websites, we use cookies to give you the best possible browsing experience. Our site uses both first-party and third-party cookies, each serving different purposes.

4.2. First-party cookies help our website function as intended, ensuring it runs smoothly, loads quickly, and stays secure. They also enhance functionality and help us make our marketing more relevant and effective.

4.3. Third-party cookies help us understand how our website performs and how you interact with it. They play a key role in keeping our services secure, analysing performance, and ultimately providing you with a faster, smoother, and more personalized experience.

4.4. We collect some information when you:

- Fill in a form (like to ask a question, sign up for an Open Day, or apply for a course)
- Sign up for emails or newsletters.

Name:	Privacy and Cookies Policy	Owner:	Data Protection
Document Reference:	DP-PCG-023	Last Review:	September 2025
Version:	1.0	Next Review:	September 2026

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- Visit our website

4.5. We use your information to:

- Help you with your enquiry or application
- Tell you about courses or events (if you say it's okay)
- Make improvements to our website
- Show you adverts we think you might like

4.6. We only keep your data for as long as we need it, and we keep it safe.

4.7. We use:

- Essential cookies - these help the website work properly. You can't turn these off.
- Analytics cookies - these help us understand what pages people visit.
- Advertising cookies - these help us deliver adverts based on what you've looked at.
- Content cookies - like YouTube or map features, which may use their own cookies.

5. How Do I control my Cookie Preferences?

5.1. You can choose which cookies you want to allow when you first visit our site. You can also change your choices anytime by visiting: "[Cookie Settings](#)".

6. Cookies We Use

Name	What it does	Who sets it	How long it lasts
_ga	Helps us count website visitors and site usage	Google Analytics	1 year
_fbp	Shows you Facebook/Instagram ads.	Meta	3 months
IDE	Shows Google ads on other websites	Google Ads	1 year
CookieConsent	Remembers your cookie choices	Loughborough College	1 year

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Others	3 rd Party Cookies such as YouTube or other content	YouTube, etc.	Varies
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7. Google Analytics

- 7.1. We use Google Analytics to gather standard internet log data and insights into visitor behaviour. This helps us understand things like how many people visit different parts of our site. All information is processed in a way that does not personally identify you. Google Analytics also collects search terms used on our website to help us improve both our content and search functionality.

8. Sharing Your Information

- 8.1. We will never sell your information. We only share it with trusted partners when:
- Our staff, contractors, or service providers need it to do their work
 - You have given us your consent
 - It's necessary to fulfil your request (for example, booking an event)
 - We are legally required to do so
- 8.2. We always ensure that anyone we share your data with keeps it safe and only uses it for the reason we gave it to them.

9. Your Rights

- 9.1. You can ask us to:
- Show you what data we hold
 - Change anything that is wrong
 - Delete your data (in some cases)
 - Stop using your data (if we're not doing it correctly)
 - Stop sending you marketing emails
- 9.2. You can change your mind at any time. To do this, email marketing.info@loughcoll.ac.uk.
- 9.3. If you're unhappy with how we use your data, contact the Information Commissioner's Office at www.ico.org.uk/concerns.

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