

## **Guildhall School of Music & Drama Website Privacy Notice**

This policy is of relevance to all users of the School's services

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Approved on                            17 May2018

Approved by                            Secretary & Dean of Students

Written by                                Assistant Registrar – Student Database Support and Digital Marketing Officer

### **Specific Privacy notice**

The Guildhall School is a department of the City of London Corporation (“the City of London”). This specific privacy notice covers activities relating to the provision of the following web domains:

- [gsmd.ac.uk](http://gsmd.ac.uk)
- [resources.gsmd.ac.uk](http://resources.gsmd.ac.uk)
- [alumni.gsmd.ac.uk](http://alumni.gsmd.ac.uk)

It is sub-layer of the School's overarching privacy notice found on the [website](#).

The collection of personal data for other purposes is covered elsewhere.

The Guildhall School is committed to protecting your privacy; this privacy notice explains how we use information about you and how we protect your privacy. If you have any concerns or questions about how the School looks after your personal information please contact the City of London's Data Protection Officer, also the Comptroller and City Solicitor, Michael Cogher, at [information.officer@cityoflondon.gov.uk](mailto:information.officer@cityoflondon.gov.uk) or alternatively contact the School via [marketing@gsmd.ac.uk](mailto:marketing@gsmd.ac.uk)

### **What personal data is collected about you and what it is used for**

We log your Internet Protocol (IP) address, in order to receive and send information from and to you over the internet. Our website also uses cookies to enable online transactions, understand how people use our website and inform our digital advertising.

Whenever we ask you to provide your personal information we will let you know why we are asking, and how we will use your information, by directing you towards the relevant privacy notice.

## **Cookies (see appendix 1)**

Cookies are files stored in your browser and are used by most websites to help personalise your web experience. Some features on this site will not function if you do not allow cookies. Cookies collect information about your computer, including your IP address, operating system and browser type, for statistical, non-identifiable purposes. They allow us to estimate information such as audience size and usage patterns, for example whether the visitor has been to the site before, which country they are in and what site referred the visitor to the web page.

### **Compliance cookies**

This type of cookie allows us to know whether or not you have given consent to the use of cookies and therefore do not need to be presented with this consent request message again.

### **Analytics cookies**

These websites uses Google Analytics, a web analysis service of Google Inc. Google Analytics uses cookies, text files which will be stored on your computer and enable us to analyse your use of our website.

Google Analytics uses only first-party cookies. This means that all cookies set by Google Analytics for the Guildhall School send data only to the School's servers. This data cannot be altered or retrieved by any service on another domain and we will never disclose information stored in your cookie to third parties.

The Google Analytics Terms of Service, which all Analytics customers adhere to, prohibits the tracking or collection of personal information (such as name and email address) using Google Analytics or associating personal information with web analytics information.

### **First party session cookies**

The Guildhall School eGo, enquiries and online applications systems ([resources.gsmd.ac.uk](http://resources.gsmd.ac.uk)) uses first party session cookies for security. There is an exception in the law for cookies which are deemed as "strictly necessary". The term "strictly necessary" means that such storage of or access to information should be essential, rather than reasonably necessary, and this includes cookies used for security requirements.

### **Third Party Cookies**

Cookies may be set through our website by other companies. Data may be collected by these companies that enable them to serve up adverts on other sites that are relevant to your interests.

## **Can I opt-out of cookies?**

Yes. You can adjust your internet browser settings to not accept cookies, or choose to allow only certain 'trusted' sites to store cookies on your computer. Google Analytics also provides an opt-out browser add-on which [you can download here](#). Please note, opting out of cookies may mean you are unable to use some of the facilities on our website.

## **Further info**

The Information Commissioner's Office provides some advice about cookies and their use. It also provides a link to [AboutCookies website](#) which is run by the law firm Pinsent Masons. This website provides even more information about cookies, including how you can delete any cookies and how to allow trusted sites to store their cookies on your computer.

## **Log files**

User access data is collected on these systems for system administration, identifying errors and for producing usage statistics. Logged information includes data such as login status, IP address and device information such as browser, operating system and device type.

## **Why we are allowed to use your personal data?**

The processing of your personal information for the above purposes is necessary for legitimate interests to enable your access to the service.

## **Who we can share your personal data with?**

Payments: We do not share personal and financial information provided to us in payment processes, nor do we share this information with third parties.

Third party Websites: Where we provide links to third party websites, such sites are not controlled by us and are not covered by our terms and conditions. These links are provided for your convenience only. If you access these sites by using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, consequently you are advised to check the privacy policy of such third parties before providing information to them.

## **How long we keep your personal data for?**

Personal data will be processed in accordance with the School's retention policies published on the [website](#).

## Appendix 1

Cookie	Name	Purpose	Expiration	Used on
Google	_ga	Used to distinguish users	2 years	gsmd.ac.uk resources.gsmd.ac.uk alumni.gsmd.ac.uk
Google	_gid	Used to distinguish users	24 hours	gsmd.ac.uk resources.gsmd.ac.uk alumni.gsmd.ac.uk
Google	_gat	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>	1 minute	gsmd.ac.uk resources.gsmd.ac.uk alumni.gsmd.ac.uk
Facebook	Fr	A third party cookie set by Facebook to integrate our website with our page on Facebook.com and help reach our existing audience on Facebook	2 years	gsmd.ac.uk
Guildhall	_gsmd_quotes_school_last_quote	Keeps track of current index of the quote shown on a given page to make sure a different quote is shown on subsequent views.	When the browsing session ends	gsmd.ac.uk
Guildhall/ OpenGlobal E-commerce	openglobal_privacy_widget	Indicates whether user has clicked "Yes" to the "Accept Cookies? Provided by OpenGlobal E-commerce" popup	20 years	gsmd.ac.uk
Guildhall	PHPSESSID	ID to keep track of current session across different PHP pages.  No personal information is stored in this cookie.	When the browsing session ends	gsmd.ac.uk
eGo	EVISIONID	Session cookies for	When the browsing	resources.gsmd.ac.uk

Cookie	Name	Purpose	Expiration	Used on
	EVISIONLOGINHT V EVISIONLOGINLAN G JSESSIONID SITSIPPID CODE3	security	session ends	.uk
Alumni NetCom munity	ASP.NET_SessionI d CSRF_TOKEN NSC_QH-27309 VisitorGuid	<p>These cookies are used to maintain continuity during a user session, to store your preferences for certain kinds of information, or to store a user name or encrypted identification number so that you do not have to provide this information every time you return to our website.</p> <p>These cookies will track only your activity relating to your online activity on this website, and will not track your other Internet activity.</p> <p>When an anonymous user adds a transaction to a payment page or adds items to shopping carts, to identify anonymous users, the program uses cookies.</p>	Until deleted from the browser	alumni.gsmd.ac.uk