



## Web Privacy Policy When Using Matrix Website

Matrix College is committed to protecting the privacy and security of personal data. This notice explains how Matrix College will collect, use or otherwise process the personal data we collect from you through our website.

The use of the web pages of the Matrix College on [www.matrix.ac.uk](http://www.matrix.ac.uk) is possible without any indication of personal data; however, if you want to use services via the website, such as sending an enquiry through our online forms, processing of personal data could become necessary. For more information please refer to the [Data Protection Policy](#).

Personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the data protection laws applicable to Matrix College (including the Data Protection Act 2018 and the UK General Data Protection Regulation) and in accordance with the country-specific data protection regulations applicable to Matrix College. This policy sets out the nature, scope, and purpose of the personal data we collect, use and process.

Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, you may choose to transfer personal data to us via alternative means, e.g. by telephone or post.

### Cookies

The web pages of Matrix College use cookies as do most other websites. We do this to ensure we provide you with the best user experience while you browse our pages. By visiting or using our website with your browser set to allow cookies, you are giving us your consent to our use of cookies for the purposes explicitly stated above.

Cookies are text files that are stored in a computer system via an Internet browser. Many cookies contain a cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a character string through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. You may, at any time, prevent the setting of cookies through our website by changing the settings of the browser you are using. Already set cookies may be deleted at any time via an Internet browser or other software program. This is possible in all popular Internet browsers. If you deactivate the setting of cookies in your Internet browser, not all functions of the website may be entirely usable.

## What Personal Data We Collect About You

When you visit our website you may contact us via the website form, book on a CPD course or renew your Matrix membership we may collect some or all of the following personal information about you:

- Name
- Date of birth
- Sex
- Age
- Billing and professional practice address
- Email address
- Phone number
- Your correspondence with and from Matrix College
- Your preferences about receiving communication
- Information about your use of the Matrix College websites, and your browsing and online activities (including the internet protocol (IP) address and location of the device connecting to the online services and other identifiers about the device and the nature of the visit); and details we may ask you to submit to verify your identity
- Payment method details

We may also collect some of this personal information from third parties who have your consent to pass your details to us.

## What We Use Your Personal Information For

Your personal data is collected, processed, stored and used by us for various reasons, but with the intention to provide you with the best customer service and experience as our potential or current student, a member of staff or a graduate.

When you contact us via our website form, book on a CPD event or renew your Matrix membership we need to process certain information that allows us:

- To provide a service to you
- To process payments for our services

*Our primary lawful basis for the activities above is, where we have a contract with you (or one is in prospect), the processing is necessary for the performance of our contract with you, or in order to take steps at your request prior to entering into a contract, and in all other cases the pursuit of our legitimate interests of operating and expanding our business activities lawfully, running our business*

- To enrol you on a training programme or CPD event
- To provide customer support
- To improve your user experience
- To contact you via email and/or telephone in relation to your enquiry

*Our primary lawful basis for the activities above is the pursuit of our legitimate interests of operating and expanding our business activities lawfully or running our business, provision of administration and IT services and network security.*

- To provide you with information about our services which are of interest to you

*Our primary lawful basis for the activity above is based on your stated preferences with your consent.*

We may automatically collect anonymous information about your use of our website. This includes the number of pages you visit and their content, what web browser you use, and how you ended up on our website. There is no way you could be identified from this information. However, it helps us to analyse the behaviour of our visitors, potential and current customers and therefore optimise our service and advertising.

### **Who Has Access to Your Personal Data**

Within the College, your personal data is shared only with those College staff who need to access it such as our marketing team for the purposes of providing with information about our services which are of interest to you.

From time to time we may invite you to events that we run jointly with other organisations. If you register for such an event then we may share your contact details with that organisation.

We will generally not disclose your personal data to any other third parties with the exclusion of subsidiary and/or affiliated companies such as payment service providers. We will not sell your data to third parties. We may disclose your personal data with a third party agent or service provider appointed by the College to enable us to operate effectively, provided we are satisfied that appropriate safeguards have been put in place to ensure adequate levels of security for your data.

Your personal data will not be shared with any other organisations without your explicit permission unless we are legally entitled or required to do so.

### **How We Protect Your Personal Data**

We make every effort to minimise the possibility of unauthorised or unlawful processing of your personal data or accidental loss or destruction of, or damage to, your personal data. For this purpose, we have taken a number of technical and organisational measures. We believe the measures implemented by our site reduce the likelihood of security problems to a level appropriate to the type of data involved.

### **International Transfers**

We do not transfer your personal data outside the UK.

### **Automated decision-making**

Automated decision-making takes place when an electronic system uses personal information to make a decision without human intervention.

We do not envisage that any decisions will be taken about you based solely on automated means, however we will notify you in writing if this position changes.

## How Long We Will Keep Your Personal Data Obtained Via Our Website

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Please contact us if you have any questions regarding our data retention procedures.

## Your Rights in Regard to the Personal Data We Hold About You

In accordance with the UK GDPR, you have certain rights in relation to your data collected, processed, stored and used by us. The rights available to you depend on our reason for processing your information. Under certain circumstances, you have the right to:

- **Request access to your data for free** (commonly known as a “subject access request”). This enables you to receive a copy of your data and to check that we are lawfully processing it.
- **Request your data to be corrected if not accurate or outdated.** This enables you to ask us to correct any incomplete or inaccurate information we hold about you.
- **Request erasure of your data.** This enables you to ask us to delete or remove your data under certain circumstances, for example, if you consider that there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your data where you have exercised your right to object to processing (see below).
- **Ask us to stop using your data for certain purposes**, for example sending you marketing and promotional emails and text messages.
- **Object to the processing of your information** if we are relying on a “legitimate interest” for the processing (or those of a third party) or where the processing is necessary for the performance of a task carried out in the public interest.
- **Request the restriction of processing of your personal information.** This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer of your personal data to you or to a third party.** We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Where the lawful basis for processing your data is **consent**, you have the **right to withdraw your consent at any time**. When you tell us you wish to exercise your right, we will stop further processing of such data. This will not affect the validity of any lawful processing of your data up until the time when you withdrew your consent. You may withdraw your consent by contacting the College’s Administrator, using the contact details given below.

Depending on the circumstances and the nature of your request it may not be possible for us to do what you have asked, for example, where there is a statutory or contractual requirement for us to process your data and it would not be possible to fulfil our legal obligations if we were to stop. Further information on your rights is available from the [Information Commissioner’s Office](#) (ICO).

If you want to exercise any of the rights described above or are dissatisfied with the way we have used your information, you should contact the contact the College's Administrator (contact details given below). We will seek to deal with your request without undue delay, and in any event in accordance with the requirements of the UK GDPR. Please note that we may keep a record of your communications to help us resolve any issues which you raise.

You have the right to complain to the UK's supervisory office for data protection, the Information Commissioner's Office if you believe that your data has been processed unlawfully.

### **Future Changes to This Privacy Notice, and Previous Versions**

Any changes we may make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

### **Contact**

If you wish to raise any queries or concerns about this privacy policy please contact us by email at [admin@matrix.ac.uk](mailto:admin@matrix.ac.uk) or by post at:

**The Administrator**  
**Matrix College**  
**6 Griffin Court**  
**Wymondham**  
**Norfolk**  
**NR18 0GU**

Document name	Privacy Policy (website)		
Owner	Principal	Review Lead	Quality Manager
Approving Committee	Ops Team		
Last review	December 2025	Next review	April 2026
Amendments since last review	Detail of Revision  Updated to Version control	Date of Revision  09/12/2025	Revision approved by  Ops Team
	Updated to note review needed in April 2026 for the effects of The UK Data Use and Access Act (DUA) 2025		