Link2ICT is part of Capita Birmingham Limited, which is part of Capita PLC.

This privacy policy explains how and why we collect and use your personal information. To explain this in more detail we will cover the following topics:

- Information we collect about you
- How we use the information we have collected about you
- Marketing Preferences (Marketing vs Communications)
- Access to your information and correction
- Cookies and web beacons
- Other websites
- Changes to our privacy policy
- How to contact us
- How to contact the Information Commissioner’s Office (ICO)

We hope you will find it helpful but if you have any concerns or questions, please contact us.

Information we collect about you:
Occasionally, we may ask you to provide basic contact information:

- when you purchase services from Link2ICT, we will ask you to provide billing information
- when you register for, or attend professional development events, we will ask you to provide basic contact information, potentially billing information and information on your participation in the events
- when you complete surveys and evaluations on your subscribed services

We process this information to enable us to pursue our legitimate business reasons. Such as the purposes of providing services, preventing or addressing service or technical problems at your request in connection with customer support matters or as may be required by law; and if you agree, to email you about other products and services we think may be of interest to you.

How we use the information about you:
We collect information about you and may use it to:

- Provide you with information, products or services that you request from us
- Notify you about changes to our services or obtain any required consent
- Provide you with additional information about our services, promotions, and events
- Improve our websites and services
- Present our website and their contents in a suitable and effective manner for you and for your computer
- Diagnose and resolve technical problems with our website and services
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including without limitation, our website Terms of Use
- Undertake industry analysis, benchmarking, analytics, marketing, and other business purposes
- Track your browsing behaviour when using our online services, such as the pages you have visited over time
Link2ICT will not share, sell, rent or trade your personally identifiable information with third parties for their purposes.

Your data may be collected outside of the United Kingdom; by organisations that have signed up to the EU-US Privacy Shield e.g. Survey Monkey and Eventbrite. However, your data will be held by Link2ICT within the United Kingdom and not transferred to any other country.

**Data Retention**

Your data will be retained by Link2ICT for the duration of your service subscription(s) plus six years following subscription termination. Our data retention period has been selected as such because we operate as an advisory service to schools and other education establishments.

The general retention period for an advisory service into education states: (1) retention of records relating to advice and support should equal the date of last action plus 3-6 years.

**Marketing Preferences (Marketing vs Communications)**

**Marketing:** We would like to send you information about products and services of ours, other companies in our group, and third parties we partner with, which may be of interest to you. If you have consented to receive marketing via your individual contact information, you may opt out at any time.

From time to time, we will partner with third parties to bring you details of a product or service we think will be of interest and benefit to you, but where we do this, the contact will come from us – we will never pass your details to any third party without your consent.

**Communications:** It is important to understand that we may need to contact your organisation to provide further support for your requested services. To effectively deliver your services as instructed, we will need to be able to contact you and will do so via contact information that is publicly available, e.g. enquiry@, info@ etc.

If you suppress or unsubscribe to communications from Link2ICT via your publicly available mailboxes, you may miss crucial information required to continue using these services successfully.

**Remember:**

- If you are happy to receive personalised information, offers and invitations via email, post and online, please [click here to opt in to marketing](#)
- You have the right, at any time, to stop us from contacting you (as an individual) for marketing purposes. If you (as an individual) no longer wish to be contacted for marketing purposes, please [click here to opt out of marketing](#)
- To effectively deliver your services as instructed, we will need to be able to contact you via publicly available contact information e.g. enquiry@, info@ etc.

**Access to your information and correction**

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please [click here](#).

We want to make sure that your personal information is accurate and up-to-date. You may ask us to correct or remove information you think is inaccurate.
Cookies and web beacons

We collect and store statistical information to analyse how our communications are interacted with, allowing us to offer you the ability to speak to and get help from a Link2ICT professional. This data relates to activity via email, on our website and via the Link2ICT portal. Emails we send you may use web beacons (single, 1x1 pixel, invisible images that are downloaded when emails are opened). The web beacon itself does not contain any personal data but allows us to monitor whether emails have been correctly received, opened and clicked on, and to improve the overall email experience we provide. By signing up to our newsletter or other email communications, you agree to give us your consent to do this.

Other websites

Our website contains links to other websites. This privacy policy only applies to Link2ICT websites/pages so when you link to other websites, you will be required to read their own privacy notices.

Changes to our privacy policy

This privacy policy was updated in April 2018. We will update this policy from time to time but if we do make any changes that could affect you, we will be sure to inform you before they take place.

How to contact us

Please contact us if you have any questions about our privacy policy, the information we hold about you or any concerns about how we handle your personal information.

- Click here to update your contact information
- Click here to opt in to direct marketing from Link2ICT
- Click here to opt out of direct marketing from Link2ICT
- Click here to request what information we hold about you
- Click here to contact our Data Protection Officer

How to contact the Information Commissioner’s Office (ICO)

If you have concerns that we have been unable to resolve, you have the right to complain to the Information Commissioner’s Office (ICO): https://ico.org.uk/for-the-public/raising-concerns/

[1] As instructed in the BCC Corporate Retention Schedule and SCC Data Retention Schedule