

## Marketing and communication policy

In order for School of Marketing to provide you with an incredible learning experience, we may from time to time use your personal information (phone number, email address, home address and full name) to:

- (1.) send you learning resources, gifts and marketing materials to support your learning journey via the post or email. In some circumstances this will mean using your full name, home address or email address to do so, and sometimes sharing this information with third parties if necessary.
- (2.) update you of any changes to your apprenticeship sessions, send useful online resources and discuss ideas via a (a) Whatsapp chat (this will mean using your phone number, which will be visible to other apprentices in your cohort and members of School of Marketing that will be in the group chat to monitor conversations. You can read Whatsapp's privacy policy [here](#).) or (b) in the online School of Marketing platform, for which you will be provided with your own unique login.

We are committed to ensure that any personal information you provide is handled fairly and confidentially and in accordance with Data Protection legislation.