Website Privacy and Cookies Policy (Group)

Policy Reference:	A63
Version Number:	5
Applies to:	Group and external stakeholders
Associated documents:	Data Protection Policy
Approved by:	Data Protection Officer
Implementation date:	September 2026
Next review due by:	September 2027
This policy has been reviewed to ensure it promotes safeguarding and does not present barriers to participation or disadvantage any protected groups	

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1. Purpose

The Aurora Group is committed to protection the privacy and security of visitors to our website.

This policy explains:

- What personal information we collect when you visit our website.
- How we use that information.
- The circumstances in which we may share information.
- Your rights under UK data protection law.
- How we use cookies and similar technologies.

This policy applies to all Aurora websites.

2. Legislation and Regulatory Framework

This policy is based on:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Data (Use and Access) Act 2025
- Privacy and Electronic Communication Regulations 2003 (PECR)

3. Information We Collect

When you visit our website, we may collect limited information about your visit, including:

- IP address.
- Browser type and version.
- Device information.
- Operating system.
- Pages visited.
- Date and time of access.
- Referring website.
- Website navigation and usage information.

Where you choose to contact us through the website, we may also collect:

- Name.
- Email address.
- Telephone number.
- Organisation details (where provided).
- Any information included within your enquiry.

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4. How We Use Personal Information

We may use personal information to:

- Operate and maintain our website.
- Respond to enquiries and requests for information.
- Provide information about our schools, colleges, residential services and business operations.
- Improve website performance and user experience.
- Monitor website security.
- Prevent fraud, misuse and other unlawful activity.
- Meet our legal and regulatory obligations.

We will only process personal information where we have a lawful basis for doing so.

5. Lawful Bases for Processing

Depending on the purpose, Aurora processes personal information under one or more of the following lawful bases:

- Consent.
- Legitimate interests.
- Legal obligation.
- Contract.

Where consent is relied upon, individuals may withdraw consent at any time.

6. Sharing Personal Information

Aurora may share personal information where necessary with:

- Employees and authorised personnel.
- Professional advisers.
- Information technology providers.
- Recruitment providers.
- Regulators, law enforcement agencies and courts where legally required.
- Other organisations where disclosure is lawful and appropriate.

Aurora will not sell personal information to third parties.

Where third parties process information on Aurora's behalf, appropriate contractual and security measures will be in place.

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7. International Transfers

Personal information is primarily processed within the United Kingdom.

Where personal information is transferred outside the UK, Aurora will ensure appropriate safeguards are in place in accordance with UK GDPR requirements, including where appropriate:

- Adequacy regulations.
- International Data Transfer Agreements (IDTAs).
- The UK Addendum to Standard Contractual Clauses.
- Other lawful transfer mechanisms.

8. Retention of Information

Aurora will not retain personal information for longer than necessary.

Information submitted through the website will be retained in accordance with Aurora's Data Retention Policy and Records Retention Schedule.

Information may be retained for longer where:

- Required by law.
- Required in connection with legal proceedings.
- Necessary to establish, exercise or defend legal claims.

9. Security

Aurora takes appropriate technical and organisational measures to protect personal information.

These measures include:

- Access controls.
- Password protection.
- Firewalls and network security measures.
- Staff training.
- Data protection policies and procedures.

While Aurora takes reasonable steps to protect information, transmission of information over the internet can never be guaranteed as completely secure.

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10. Cookies and Accessibility Tools

Aurora uses cookies and similar technologies to support website functionality, accessibility, security and performance.

Aurora also uses the Recite Me Accessibility Toolbar to improve access to website content for users with additional accessibility needs.

The Recite Me Toolbar uses strictly necessary cookies to maintain accessibility features between webpages and remember accessibility preferences selected by users, such as language translation, text size and colour contrast settings. These cookies are only activated when a user chooses to use the accessibility toolbar and are not used for advertising, profiling or tracking purposes.

Further information about the cookies used on Aurora websites, including necessary, functional and targeting cookies, these can be found in our Cookie Policy on the website.

10. Third-Party Services

Aurora websites may include links to, or content provided by, third-party services and platforms including, but not limited to:

- Google Maps.
- YouTube.
- Vimeo.
- Social media platforms.

These third parties may collect information in accordance with their own privacy and cookie policies. Aurora is not responsible for the privacy practices of external organisations.

Users are encouraged to review the privacy information provided by those organisation

11. Your Rights

Under UK data protection legislation, individuals have a number of rights in relation to their personal information, including the right to:

- Be informed about how their information is used.
- Access personal information held about them.
- Request correction of inaccurate information.
- Request erasure of information in certain circumstances.
- Request restriction of processing in certain circumstances.
- Object to certain processing activities.
- Withdraw consent where consent has been relied upon.

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12. Updating information

Please let us know if the personal information that we hold about you needs to be corrected or updated.

14. Contact Details

Questions regarding this policy or the processing of personal information should be directed to:

Data Protection Officer

The Aurora Group

Email: dpo@theauroragroup.co.uk

15. Review

This policy will be reviewed annually or sooner where there are changes to legislation, website functionality or organisational requirements.

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