



THE DOWNS

MALVERN

PRIVACY NOTICE VISITORS TO OUR WEBSITE

When someone visits www.thedowns.malcol.org, we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this.

We will make it clear when we collect personal information and will explain what we intend to do with it.

You may opt out of Google Analytics on all websites by installing the Google Analytics Opt-out Browser Add on: <https://tools.google.com/dlpage/gaoptout>

For full terms of the Google Analytics process please see the Google Analytics terms of service.

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If you complete and submit the “Request a Prospectus” form on our website, the personal information you submit will be used only to respond to your query and send future correspondence and promotions unless you accept a place at the School (see parents and pupils section of this privacy notice)

You can unsubscribe at any time by contacting us by post or email at

hmpa@thedowns.malcol.org

Alastair S Cook
Headmaster
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