

# PRIVACY NOTICE

## Communications, Marketing and Student Recruitment

### 1. Identity and contact details of the Data Controller

The University of Gloucestershire is registered with the Information Commissioner's Office as a Data Controller and is committed to protecting the rights of individuals in line with Data Protection legislation. A copy of this registration can be found [here](#).

### 2. Contact details of the Data Protection Officer

The Data Protection Officer is responsible for advising the University on compliance with Data Protection legislation and monitoring its performance against it. If you have any concerns regarding the way in which the University is processing your personal data, please contact the Data Protection Officer at:

Data Protection Officer  
University of Gloucestershire  
Registrar's Directorate  
Fullwood House  
The Park  
Cheltenham, GL50 2RH

Email: [dpo@glos.ac.uk](mailto:dpo@glos.ac.uk)

### 3. What information do we collect about you?

We collect information about you when you order a copy of one of our prospectuses or register to attend an event such as an open day or taster session, or register your interest in one of our courses. We collect information such as your name, date of birth, e-mail and postal address, event or course of interest in order to fulfil your request and, if consent is given, to send you further relevant information about the University, courses you're interested in, accommodation or events relevant to your course of interest.

### 4. How will your information be used?

The information you provide will be used to supply the information requested and, if you consent, send you further printed materials or electronic communications about the University of Gloucestershire, the degree programmes we offer and our services, such as student support, accommodation, scholarships and bursaries. We may also contact you to conduct market research and quality assurance checks, for example we may ask you about your satisfaction with the information we provide and your experience of the admission process. **We will not sell your data to third parties.**

We will also use the information you provide to evaluate the impact of our activities and track your progression through education if you have given us your consent.

## 5. What is our lawful basis for processing your personal data?

Prior to application, we will process your data on the basis that you have given us consent to do so. Once you have applied to study at the university has a legitimate interest to tell you about the university, its courses and other information you will need to make an informed decision about whether to attend the university. We also have a legal requirement to report back to the government based on a legitimate interest to widen participation for underrepresented groups in higher education.

### Special Category Data

In some of our activities, for example those related to widening participation to university from under-represented groups we need to collect data that is classified as special category (sensitive) personal data under data protection legislation, including details on ethnicity and race.

This is processed on the basis of a legitimate interest under Article 6 of the General Data Protection Regulation (GDPR) and condition J of Article 9(2) of the GDPR which states: processing is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes to safeguard the fundamental rights and the interests of the data subject.

This data may also be shared with government bodies, or organisations working on behalf of the government for research and analysis purposes.

## 6. Who your personal information is shared with?

Your information will be processed by the university and organisations working on its behalf (for example a company which posts letters on the university's behalf) who have GDPR compliant processes in place.

In order to evaluate our activities, we may share your data with third parties including the Office for Students (OfS), the Higher Education Funding Council for England (HEFCE), the Higher Education Statistics Agency (HESA), the Universities and Colleges Admissions Service (UCAS), the Department for Education (DfE), and the Higher Education Access Tracker and its subscribers.

## 7. Transfers to third countries and safeguards in place

Data collected may be transferred outside the EU, for example some data processed by the University's contracted software supplier is stored on servers located in Canada. Canada has "adequacy" status from the European Commission. Whenever data is transferred from one location to another it will always be in a secure, encrypted or password protected format.

## 8. How long will your information be held?

General information you provide to us will be held for two years. If, however, you become an applicant you will be subject to other notices that we will provide to you and your data will be held in line with the University's retention schedule, which is available to view [here](#).

To evaluate the long-term impact of our widening participation activities, we will keep your data until five years after you have graduated unless you tell us otherwise. This will enable us to track your university and career destinations.

If you have given your consent and you wish to withdraw it, you can opt out at any point by contacting us directly at [enquiries@glos.ac.uk](mailto:enquiries@glos.ac.uk) contacting us directly at [enquiries@glos.ac.uk](mailto:enquiries@glos.ac.uk), at the address below, or by unsubscribing via any email communications you receive from us.

You can also amend your [communication preferences here](#).

## 9. What are your Rights?

## **Under Data Protection Legislation you have the following rights:**

- to request access to, and copies of, the personal data that we hold about you;
- to request that we cease processing your personal data;
- to request that we do not send you any marketing communications;
- to request us to correct the personal data we hold about you if it is incorrect;
- to request that we erase your personal data;
- to request that we restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal);
- to receive from us the personal data you have provided to us, in a reasonable format specified by you, to another data controller;
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights and freedoms.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

### **Security of your information**

Your data will be held securely and all staff are required to comply with the university's processes and procedures regarding data security. Whenever data is transferred from one location to another it will always be in a secure, encrypted or password protected format.

Any requests or objections should be made in writing to the University's Data Protection Officer, contact details are in Section 2 of this Privacy Notice.

## **10. How to make a complaint**

If you have queries, concerns or wish to raise a complaint regarding the way in which your personal data has been processed you should contact the Data Protection Officer in the first instance, using the contact details under Section 2 above.

If you still remain dissatisfied, then you have the right to apply directly to the Information Commissioner's Office (ICO) for a decision. The ICO can be contacted at:

Information Commissioner's Office,  
Wycliffe House,  
Water Lane,  
Wilmslow,  
Cheshire,  
SK9 5AF

Telephone: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)