

# Enquirer Privacy Notice

## Introduction

Royal Holloway and Bedford New College, also known as Royal Holloway, University of London, will act in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 when controlling and processing your personal data.

This notice explains how we collect, use and share your personal data and your rights in relation to the processing of your data.

In this notice:

- **'personal data'** means any data which can identify you directly or indirectly (whether by itself or when combined with other data), regardless of the format or media on which the data are stored. This includes data that can identify you when combined with other data that is held separately (pseudonymous data) but does not include data that has been manipulated so that you can no longer be identified from it (anonymous data).
- **'processing'** means any activity relating to your personal data including collection, use, alteration, storage, disclosure and destruction.

## What personal data will be collected

The data the University collects includes:

- Personal information such as name and date of birth
- Contact details such as email address and mobile phone number
- The courses you are interested in studying here and when you intend to start

## Personal data provided by you about others

You may provide us with personal data about other individuals, for example, next of kin/emergency contact details and information about your family circumstances and dependents. You should notify the relevant person that you are providing their contact details to the University and in what capacity (i.e. as your listed next of kin/emergency contact).

## How and when do we collect your personal data?

We receive your personal data when you:

When we receive your enquiry through our online form

When you book to attend an event

When you sign up to a third party platform and consent to receive marketing communications

When you attend an online event, we may record the sessions and keep a record of conversations

## Personal data from third parties

If you have given your permission, we may on occasion receive information about you from third parties which fulfil functions such as:

- Event bookings and reminders
- Online webinar and events
- Data capture
- Peer-to-peer chat
- Online instant message
- Email marketing
- Text reminders
- Feedback surveys

## Why do we collect this data, how do we use it and what is our legal basis for doing so?

We collect your data in order to:

- Send you information about the University that we think you will be interested in based on the information you have given us
- Invite you to events relevant to the interests you have told us about
- Send reminders and follow up communications about events you have booked to attend
- Monitor interactions at online events to improve future events

We will process your data on the basis of your consent. We will use your data for marketing purposes.

If you request that your details are removed from our database, we will remove all personal data. You can do this by using the unsubscribe link in any of our email communications, or by emailing [campaigns@royalholloway.ac.uk](mailto:campaigns@royalholloway.ac.uk).

## How long the University will retain your personal data

The University must only retain your personal data for as long as necessary to fulfil the purposes for which it was collected and to satisfy any legal, regulatory, accounting or reporting requirements.

Specified retention periods are applied to each category of personal data that we may process about you. In setting these retention periods, the University has taken into account:

- the nature, sensitivity and volume of the personal data
- the potential risk of harm to you arising from the University's continued retention of the personal data
- the purposes for which the University may process your personal data
- whether the University is required to retain any personal data by law or in accordance with its legitimate interests

Your data will be kept in accordance with the University's Records Retention Policy and Schedule.

## Sharing your personal data with third parties

Where the University uses third parties to process personal data on its behalf (acting as data processors), a written contract will be put in place to ensure that any personal data shared will be held in accordance with the requirements of data protection law and that such data processors have appropriate security measures in place in relation to your personal data.

This includes the following for direct marketing purposes:

- Email marketing platforms to send you email communications
- SMS providers to send text reminders
- Third party agencies used to deliver marketing through digital platforms
- Mailing houses in order to fulfil direct mail communications

Parents, family members and guardians are considered to be third parties and your personal data will not be disclosed to such persons unless you have given your consent or the disclosure is otherwise made in accordance with data protection law.

Please note that in certain circumstances we may need to share your personal information with a regulator or to otherwise comply with the law.

## Tracking technologies used in our emails

Our emails may contain tracking pixels that identify if and when you have opened an email that we have sent you, how many times you have read it, whether you have clicked on any links in the email. This helps us measure the effectiveness of our email campaigns, make the emails we send to you more relevant to your interests and to understand if you have opened and read any important administrative emails we might send you. We do not share this data with third parties. You can opt out of our communications at any time by using the opt out link in the footer of each communication.

Most popular email clients will allow you to block these pixels by disabling certain external images in emails. You can do this through the settings on your email client – these generally give you the option of choosing whether emails will display “remote images”, “remote content” or “images” by default.

Some browsers also give you the option of downloading and installing extensions that block pixels and other tracking technologies.

## International Data Transfers

Most personal data about you will be stored on servers within the UK or elsewhere within the European Economic Area (EEA).

On occasion it may be necessary for the University to transfer your personal data outside of the European Economic Area (EEA). This will only take place in circumstances where there are appropriate and adequate safeguards in place which incorporate appropriate assurances to ensure the security of the information and compliance with legislative and regulatory requirements.

## How the University keeps your personal data secure

The University has put in place appropriate technical and organisational security measures to prevent your personal data from being accidentally lost, used or accessed in any unauthorised way or altered or disclosed. In addition, the University limits access to your personal data to the persons and organisations, including those described above, who have a lawful and/or legitimate need to access it.

The University has also put in place procedures to deal with any suspected personal data security breach and will notify you and any applicable regulator of a suspected breach where legally required to do so.

## You and your data

You have a number of rights in relation to the processing of your personal data by the University:

- **Access:** You have the [right to request access](#) to and be provided with a copy of the personal data held about you together with certain information about the processing of such personal data to check that the University is processing it lawfully and fairly.
- **Correction:** You have the [right to request correction](#) of any inaccurate or incomplete personal data held about you.
- **Deletion:** You have the [right to request erasure](#) of any personal data held about you where there is no good reason for the University to continue processing it or where you have exercised your right to object to the processing of your personal data.
- **Restriction:** You have the [right to request restriction](#) of how the University processes your personal data; for example, to confirm its accuracy or the University's reasons for holding it or as an alternative to its erasure.
- **Objection:** You have the [right to object](#) to the University's processing of any personal data which is based on the legitimate interests of the University or those of a third party based on your particular circumstances. You also have the right to object to the University processing your personal data for direct marketing purposes.
- **Portability:** You have the right to receive or [request that the University transfers](#) a copy of your personal data in an electronic format where the basis of the University processing such personal data is your consent or the performance of a contract, and the information is processed by automated means.
- **Complaints:** You have the right to complain to the [Information Commissioner's Office \(ICO\)](#) in relation to how the University processes your personal data. Our registration number with the Information Commissioner's Office is Z7056965.

The University may be entitled to refuse any request in certain circumstances and where this is the case, you will be notified accordingly.

Where the lawful ground relied upon by the University to process any of your personal data is your consent, you have the right to withdraw such consent at any time without having to give any reason. However, if you do so, the University may not be able to provide some or all of its services to you or the provision of those services may be affected.

You will not have to pay any fee to exercise any of the above rights, though the University may charge a reasonable fee or refuse to comply with your request if any request is clearly unfounded or excessive. Where this is the case, you will be notified accordingly.

To protect the confidentiality of your personal data the University may ask you to verify your identity before fulfilling any request in relation to your personal data.

## Changes to this notice

The University may update this notice at any time and may provide you with further notices on specific occasions where we collect and process personal data about you. You should check this notice regularly to take notice of any changes. Where any change affects your rights and interests, we will make sure we bring this to your attention and clearly explain what this means for you.

## Questions or comments

If you have any questions or comments regarding this notice or you wish to exercise any of your rights you should contact our Data Protection Officer by email at [dataprotection@royalholloway.ac.uk](mailto:dataprotection@royalholloway.ac.uk).

You also have the right to complain to the Information Commissioner's Office and you can find more information on their website – [www.ico.org.uk](http://www.ico.org.uk)