

# Data Protection Privacy Notice: Applicants and Potential Applicants to Study at the University

Applicable from 25 May 2018 onwards

## Introduction

The University of Strathclyde is committed to transparency and to complying with its responsibilities under data protection legislation. This privacy notice sets out important information regarding how we will use your information and your rights under the legislation. It is important that you read this notice prior to providing your information.

The University of Strathclyde is a data controller under data protection legislation.

Any enquiries regarding data protection should be made to the University's Data Protection Officer at [dataprotection@strath.ac.uk](mailto:dataprotection@strath.ac.uk).

## The Legislation

The General Data Protection Regulation (GDPR) is a new piece of legislation in force from 25 May 2018. This notice is intended to meet the transparency requirements of GDPR and to ensure that all applicants and potential applicants to study at the University understand how their data will be used.

## Who will process my personal information?

Under data protection legislation the University is the 'data controller'. This means that the University is responsible for how it uses and processes your personal data and for complying with requests from you in relation to your personal data, where appropriate under the legislation.

## How we use your information

We will use your information only for the purposes set out above, i.e. to provide you with information about studying at the University of Strathclyde, processing applications for study, for anonymised statistical analysis and to manage your marketing preferences. Your personal data will be shared with a limited number of trusted third parties for the purposes of processing as set out here. Your personal data will not be transferred to any other country.

Digital tools may be used to monitor the impact of our communications and improve the effectiveness of the University's communications, such as email tracking to record when an email is opened and which links are clicked within a message. We monitor website visits and use tools such as Google Analytics to improve our website and services.

Hootsuite is a social media management tool which is used to manage and schedule our social media activity on sites such as: Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube. As the content on social media is user-generated, it may at any time contain personal data if users of social media decide to share such information.

Hootsuite Services are provided and managed by Hootsuite Inc., a Canadian company. Most of their services are provided from Canada, but as part of their services they use

## The place of useful learning

The University of Strathclyde is a charitable body, registered in Scotland, number SC015263



third-party providers located in both Canada and the United States. Details of Hootsuite's processing of customers' personal data is available in the [Hootsuite Privacy Policy](#).

### **Legal basis for processing**

Under data protection legislation we are required to identify our legal basis for processing. In this situation we ask for your consent to process your data for the stated purposes.

### **Retention Period**

If you provide us with contact details, we will retain your personal data for a period of 24 months. If you consent to receiving marketing information, we add your name and email address to our mailing list. We will retain these details as long as we have valid consent and you have not unsubscribed. After 24 months we will contact to ask if you wish to remain on our database for marketing purposes.

### **Your Rights**

You have the right to:

- Find out what personal data we process about you and obtain a copy of the data, free of charge within one month of your request. We may make a charge for additional copies of the same information;
- Ask us to correct inaccurate or incomplete data.
- Withdraw consent to process your personal data at any time, if you were asked for and provided consent.

To exercise these rights please contact the department directly on [HaSS-Marketing@strath.ac.uk](mailto:HaSS-Marketing@strath.ac.uk).

If you think we are acting unfairly or unlawfully you can:

- Object to the way we are using your data;
- Complain to the UK Information Commissioner's Office.

Under certain conditions you also have the right to ask us to:

- Restrict the use of your data e.g. if you have raised issues about the accuracy or use of your personal data, until we have investigated and responded to your concerns;
- Erase your information or tell us to stop using it to make decisions about you;
- Comply with your wishes where you have previously agreed to us processing your data for a particular purpose and have withdrawn your consent to further processing;
- Provide you with a portable electronic copy of data you've given us.

Please contact us if you wish to exercise/enquire about any of these rights.

### **More information**

To find out more about data protection and your rights please see:

- The Information Commissioner's Office website: <http://www.ico.org.uk>
- The University's Data Protection webpages <http://www.strath.ac.uk/dataprotection/>

### **Potential Applicants**

If you are considering applying to the University you may have provided your contact details if you contacted us to ask a question or to request information about the University, our courses, accommodation, funding etc. You may have registered for an event/recruitment fair etc., or provided your details when attending one of these events asking for further information to be sent to you. In these circumstances we will only retain your information for as long as required to: provide you with the information you have requested; to respond to any queries; or to send you relevant information about the University and its courses.

We will only send you electronic marketing information about the University where you have requested this, we have your consent or are otherwise legally able to do so. You can unsubscribe from marketing at any time via the unsubscribe option/method provided in the marketing communication.

If you wish to apply directly to the University, i.e. not via UCAS (undergraduates only) then, depending on the course, you may have to create an account on our online applications system. We will use this personal data to create your account and save your application data. We will send you any relevant system administration information to the contact email address linked to the account.

Your personal data will only be shared with trusted third parties working with/on behalf of the University, e.g. for potential international applicants we may share contact details we hold with international agents/representatives who are acting in the University's legitimate interests. We may also share contact details with trusted marketing software or agencies in order to provide tailored marketing communications. We will only share data internationally if we have ensured adequate safeguards are in place.

If you start but do not complete and submit your application this will be retained in our application system for two years following the end of the application cycle (in which you start your application).

If you go on to complete and submit your application we will retain your information as set out in the section below for applicants.

### Applicants

Once you have applied to the University, directly or via UCAS, we will process the information on your application form, any supporting documents requested as part of your admission and additional details provided by any referees and recorded following any interview process. This information will be used to assess your application and make a decision regarding your entry to the University.

If you are an international student applying via an agent your terms of engagement with the agent should set out that the agent will have access to your application and progress information (on your behalf). Your agent will be informed of the progress and status of your application. If you are successful in your application and go on to register with the University confirmation of your registration will be shared with the agent (for administrative purposes). No other personal data will be shared after this point.

During the application process we will send you essential information regarding the application process, e.g. invitations for interview etc. Since you have expressed an interest in attending the University we will also send you information about relevant University services available to you, e.g. in relation to: accommodation; finance; disability and counselling services. You can unsubscribe from marketing at any time via the unsubscribe option/method provided in the marketing communication.

Category of processing	Lawful basis for personal data	Lawful basis for special category data (if applicable)
<b>Administrative purposes: administering communications, applications, facilities, fees and paid-for services, campus and facilities management</b>		
Managing and responding to enquiries from prospective students and communicating information about: University services; initiatives; events and activities; application process	Legitimate interests: to provide requested information to an individual Consent	
Account administration/administration support messages to users of online application system	Legitimate interests: supporting potential applicants to use system	
Assessing applications for admission to the University	Public task, contract	Substantial public interest
Providing marketing information regarding courses/promoting the University	Legitimate interests to promote the University Consent	