

## Privacy Notice

### Marketing and Student Recruitment Events and Ambassador Management

The Marketing and Student Recruitment Events Team is part of the University of Northampton (UON), who is the Data Controller for your information.

The Data Protection Officer can be contacted by emailing [dpo@northampton.ac.uk](mailto:dpo@northampton.ac.uk).

This privacy notice explains how we use your personal data and how you can exercise your rights regarding that information.

#### Information we are collecting about you

- Name
- Email address
- Address
- Contact telephone number
- Course of interest as required
- Intended year of study as required
- School attended as required
- Accessibility requirements as required
- Student ID / UCAS number as required
- Job title as required
- Organisation as required

#### What is the source of the personal data?

When you register interest through our webform, webchat, email, social media channels, enquiry phone line, attend an event such as a campus tour, webinar, Open Day, Discovery Day, UCAS Fair or HE Fair or have any other touch-point with us we collect your information.

## Why we are collecting your personal data

This information is gathered so we may better answer your enquiry, send you information relevant to your subject area of interest or events you have registered to attend and for the management and administration of events.

If you are a Student Ambassador, we collect your personal data for the management and administration of your job role.

If you are attending an open day or discovery day, you may have the option to join a virtual queue to view our show accommodation. A name and phone number must be entered to use this optional service provided by [Verint](#).

## How we are going to use your personal data

Unless you have requested otherwise, the University may use your information a range of communications and marketing activities with you (by email, mail, telephone, social media or text message), including distribution of publications, the promotion of benefits and services, notification of events, for programmes involving academic and administrative departments and surveys.

Tools may be used to monitor the effectiveness of our communications with you, including email tracking, which records when an email from us is opened and/or how many links are clicked within the message. The data from this tracking are generally used in an anonymised form.

For Ambassador management we will use your data in the management of your role and to enrol you onto training programmes.

If you are joining one of our webinars, we use a platform called [WorkCast](#). In order to use the 'ask a question' function on the WorkCast platform, all attendees are required to provide an email address before entering the webinar auditorium. The email address you enter will be stored on WorkCast cloud servers. No reference will be made to the email addresses or personal information in the webinars and as such, recordings will not include this information.

If you are attending an open day or discovery day, you may have the option to join a virtual queue to view our show accommodation. A name and phone number must be entered to use this optional service provided by [Verint](#). The name and telephone number you enter will be used to manage and administer the virtual queue. Your data will be deleted at the end of the event.

## The lawful basis for processing your personal data

- **Consent**

When you register interest through our webform, webchat, email, social media channels, enquiry phone line, attend an event such as a campus tours, webinar, Open Day, Discovery Day, UCAS Fair or HE Fair or have any other touch-point with us including use of the Verint virtual queue platform, we ask for your consent to process your data.

- **Contract**

If you are attending an event relating to your application such as an interview. Or are a Student Ambassador, your data is processed on the lawful basis of Contract.

- **Legitimate Interest**

If you are joining one of our webinars on the WorkCast platform, the email address you enter on the WorkCast platform is processed on the lawful basis of Legitimate Interest.

## Who are we sharing your personal data with?

We share this information only with internal teams within UON. The intention behind this shared resource is to improve mutual understanding, by enhancing the quality of our communication at all levels and developing a better appreciation of our relationship with you.

We use Microsoft [Dynamics CRM](#) and [Dotdigital](#) to provide a source of data on enquirers, applicants, current students and graduates.

[Futureprint](#) are our preferred supplier for any event related printed materials.

[Toluna](#) is our survey platform. Email addresses may be shared with Toluna for post event surveys.

[Astute](#) is our training platform for Ambassadors. Names and email addresses are shared with Astute for registration onto training.

[Unitemps](#) is our in house recruitment agency who supports with Ambassador management. Names and email addresses are shared with Unitemps for registration.

[WorkCast](#) is our webinar platform. Users enter their email addresses directly to WorkCast to enter a webinar.

[Verint](#) is our virtual queue platform. Users enter their name and phone number directly to Verint to enter a virtual queue.

## **How long we will process your personal data for**

For student recruitment related events and Ambassador management we will process your data for up to 5 years.

For marketing, non-student recruitment related events such as attending Graduation Ceremonies as a University Guest, we will process your personal data for up to 2 years.

If you are joining one of our webinars on the WorkCast platform, details are stored for as long as UON are in licence with WorkCast or a maximum of 5 years whichever is sooner.

If you are attending an open day or discovery day and join our virtual queue provided by Verint, your data will be deleted at the end of the event.

## **Details of the automated decision-making [delete if not applicable]**

## **What are your rights and how can you enforce them?**

- Right to withdraw consent
- Right to be informed
- Right of access
- Right of rectification
- Right to erasure
- Right to restriction

If an individual does not want to provide their email address, they can email [events@northampton.ac.uk](mailto:events@northampton.ac.uk) to request a link to the webinar recording which will include the live Q&A (if applicable). Queries can be sent to [events@northampton.ac.uk](mailto:events@northampton.ac.uk) and will be answered within 2 working days.

Should you wish to exercise any of your rights mentioned above under the UK GDPR, please contact Data Protection and Information Governance team by sending an email to [dpo@northampton.ac.uk](mailto:dpo@northampton.ac.uk).

## **How you can complain**

In the first instance, you can refer your complaint to the Data Protection and Information Governance team by email at [dpo@northampton.ac.uk](mailto:dpo@northampton.ac.uk).

If your complaint is not related to the data protection matters, refer it to [generic email address of the department].

If you are not satisfied, you can send your complaint to the Information Commissioner's Office either by:

- Phone: 0303 123 1113
- Website: [ICO Complaints](#)