

Organic Social Media Privacy Statement

We believe in complete transparency.

When you Like, Comment, Share or Follow our social media channels, the analytics functions within these social networks will take anonymised data allowing us to see interaction rates with our posts so we may better improve the content we share on social media channels.

The data will not be passed without your permission to external organisations or individuals other than those acting in a capacity as agents for the University. The University does not sell any data to third party organisations.

When you register interest in the University of Northampton through our social media channels, for example in the form of a private message or comment on our posts, we may ask you for more information such as email and course of interest. This information is so we may better answer your enquiry and send you information relevant to your subject area of interest. We use this data to send you email communications which are essential for you to make an application decision, and we will do so from first point of contact all the way through to enrolment.

We use Microsoft Dynamics CRM and Dotmailer to provide a source of data on enquirers, applicants, current students and graduates. We share this information only with the e-communications, student and academic services, events and faculty-based teams. 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. The systems we use have strict Business Policies and permissions integrated into them.

For information on Paid Social Media activity including Web Tracking please see the Paid Social Media Privacy Statement.

For the purposes of the Data Protection Act, the University and the applicable Participant(s) are joint “data controllers” of enquirers, applicants and current student data. Then 5 years after graduation the data is transferred to our Fundraising and Advancement teams who will contact you when this happens and allow you the opportunity to ask questions and opt in or out of communications. For more information please see our Alumni Privacy Statement.

Personal data processed in CRM and Dotmailer

Any personal data held about you will usually have been collected from you during the course of your relationship with the University/University partners.

The personal data that may be stored and processed CRM and Dotmailer are divided into two categories. The “*shared tier*” which is accessible by select CRM users at the University includes your name and title, contact details and course details. There may also be information relating to your current job title if you have shared this with us using other platforms or by speaking to us directly.

Access to further information such as financial data (including records of donations that you have made to the University or any Participant and any direct debit or standing order details), additional information provided about your family and particular personal interactions is held in a “*restricted tier*” which is only available to those who have explicit access to that data, such as the Advancement and Fundraising team or Finance team. We do not have access to data relating to any disability, qualifications outside the one obtained at the University of Northampton, information from tutors, information from Student and Academic Services or any confidential information.

Purposes for which your data may be used

Unless you have requested otherwise, the University and its Participants may use the data held in CRM and Dotmailer for 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 and for programmes involving academic and administrative departments. 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.

You have the right under the DPA to object to the holding of your data on the system or the use of your data for any or all of the above purposes. Please contact denise.mcgregor@northampton.ac.uk, socialmedia@northampton.ac.uk or the applicable contacts at the University as appropriate if you wish to opt out of your details being held, or if you wish to opt out of receiving any or all of the range of communications and marketing activities, or if you wish to amend the contact information we use to reach you.

If you request that your data are removed CRM and Dotmailer, we will remove all personal data, with the following exceptions:

- a note of the request to remove your data will be retained, to prevent you from being inadvertently contacted in the future;
- an anonymous reference may be attributed to you in documentation compiled from the record of your event attendances and/or the record of donations that you have given, for the purposes of internal or external recording or accounting for any event attended, and for any donation required to be retained for audit, reporting or accounting purposes.

Security measures and Data Retention

We take the security of your personal data very seriously. In addition to the security measures imposed on users of the systems themselves, the systems have measures in place to ensure compliance with all ICO regulations.

In accordance with the principles of the DPA, we aim to keep the data held in CRM and Dotmailer up to date and only so long as the data are relevant for the above purposes or otherwise for reporting or auditing requirements of the University and its Participants. Please let us know if your details need updating at any time. Alternatively, you can [amend your details online](#).

Your rights to access your personal data

As a data subject, under the DPA you have rights of access to the personal data held about you by any data controller. If you wish to access the personal data held about you in CRM and Dotmailer, please contact the head of the University of Northampton Records Team phil.oakman@northampton.ac.uk

Contacting us

If you have any queries about the use of your personal data, wish to notify us of a change in your contact or other details or wish to request a change to the processing of your personal data, please contact the University Social Media Team.

University of Northampton Social Media Team
Socialmedia@northampton.ac.uk

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