

# Schools & Colleges Liaison Privacy Statement

We believe in complete transparency.

When students register their interest in the University of Northampton through attending an event such as a HE Fair or HE Talk/Session we request some of their information. This is also the case when we have contact with teachers and advisors. This information is so we may send you information relevant to your students or to you in your role.

The data will not be passed, without obtaining your consent, to external organisations or individuals. The University does not sell any data to third party organisations.

We use Microsoft [Dynamics CRM](#) and [dotdigital](#) to facilitate enquirer data storage. We share this information only with the e-communications and events teams who enable and facilitate the communications that we send and events that we hold. 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. On these systems are a touch-point timeline so we know when you last spoke to us and if your question was answered. The systems we use have strict Business Policies and permissions integrated into them; no one else at the university, other than those already mentioned in this document will have access to your data unless you have provided permissions for such additional sharing.

Our systems may be used by colleagues within academic faculties, departments, administrative units and international offices within the University. The database will comprise enquirer data that has been obtained and collated by the University through attendance at events, engagement in our schools liaison team activities or interactions with enquirers both face to face and over the phone. We hope that this will lead to your details being kept more up to date and that it will help improve our communications with you.

## **Personal data processed in [CRM](#) and [dotdigital](#)**

Any personal data held about you will usually have been collected from you during the course of your relationship with the University and at the point of collection you will have been notified of the appropriate uses we use such information for.

The personal data that may be stored and processed within CRM and dotdigital are divided into two categories. The "*shared tier*" which is accessible by a specific set of CRM users at the University includes your name, title and contact 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.

## Purposes for which your data may be used

Unless you have requested otherwise, the University may use the data held in CRM and dotdigital for a range of communications and marketing activities with you (by email, mail or telephone), 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 is anonymised.

You have the right under the Data Protection Act 2018 and the General Data Protection Regulation 2018 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 [recordsmanager@northampton.ac.uk](mailto:recordsmanager@northampton.ac.uk), [schools.liaison@northampton.ac.uk](mailto:schools.liaison@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 dotdigital 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, for the purposes of internal or external recording or accounting for any event attended.

## 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 Data Protection Act 2018 and the General Data Protection Regulation 2018, we aim to keep the data held in CRM and dotdigital 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. Please let us know if your details need updating at any time.

## Your rights to access your personal data

As a data subject, under the Data Protection Act 2018 and the General Data Protection Regulation 2018 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

dotdigital, please contact the University of Northampton Records Manager  
[recordsmanager@northampton.ac.uk](mailto:recordsmanager@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 Schools and Colleges Liaison Team:

University of Northampton Schools Liaison Team  
[schools.liaison@northampton.ac.uk](mailto:schools.liaison@northampton.ac.uk)

01604 893618