Events Privacy Statement

We believe in complete transparency.

When you register interest in the University of Northampton through our webform, webchat, email, social media channels, enquiry phone line, attend an event such as a campus tours, guest lecture, Open Day, UCAS Fair or HE Fair or have any other touch-point with us we may take some of your information.

This information is gathered so we may better answer your enquiry and send you information relevant to your subject area of interest or the event you have registered to attend. We use this data to send you communications which are essential for you to have all the information you need for the event. So if it's for the purpose of you attending an event, we will do so from first point of contact all the way through to after the event has taken place so we can understand how you enjoyed it. On the day that you attend the event we will also use your data to produce a registration list, so that we can register you for the event and where applicable create a name badge for you. Your attendance at an event will be recorded within our CRM system. We avoid the use of hard copy lists wherever possible and any that are created will be securely disposed of after the event has taken place.

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 or where appropriate for example, relevant partner Colleges. The University does not sell any data to third party organisations.

We use Microsoft [Dyamics CRM](#) and [Dotdigital](#) 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. 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 faculties, departments, administrative units, international offices within the University. The database will comprise data that have been collated by the University. 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. For the purposes of the Data Protection Act and other relevant legislation, the University and applicable

partners such as UCAS 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.

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 addresses are stored on cloud servers on the WorkCast platform. WorkCast are the Data Processor and the data will be stored against the UON WorkCast account.

No reference will be made to the email addresses or personal information in the webinars and as such, recordings will not include this information.

Details are stored for as long as UON are in licence with WorkCast. If the UON licence is deactivated, they will be deleted.

If attendees would like their data to be deleted from the platform, they should contact [events@northampton.ac.uk]().

WorkCast are bound by data protection legislation and their full terms on the subject can be viewed in section 5 of the terms and conditions, [https://info.workcast.com/terms]().

If an individual does not want to provide their email address, they can email [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]() and will be answered within 2 working days.

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. This optional service is provided by [Verint](). This data will be controlled by us (University of Northampton) as the "data controller" and it will be processed by Verint as the "data processor" and their sub-processor suppliers, under the terms of the contract with UON. The data is only held for the duration of the event.

Personal data processed

Any personal data held about you in Dotdigital or CRM will usually have been collected from you during the course of your relationship with the University/University partners 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 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 such as Aluminate 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 such as information on enhanced learning needs is held in a "*restricted tier*" which is only available to those who have explicit access to that data, such as the ASSIST team or Finance team. The E-comms team 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 may use the data held in CRM and Dotdigital 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 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 ecomms@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 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 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 Data Protection Officer 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 Marketing Office:

University of Northampton Ecommunications Team
ecomms@northampton.ac.uk

0300 3032772