

Student Enquiry Data Privacy Notice

This Privacy Notice explains how we, University College Birmingham (the “**University**”) of Summer Row, Birmingham, B3 1JB, telephone number: 0121 604 1000, use the personal data we collect. The University collects personal data from you when you enquire here to study a course. This personal data may be added to information from other activities that you engage with at the University during your transition to higher education.

The activities you engage with at the University will be stored on your student dashboard. The information is held on various systems within the University and, in some cases in the cloud on our customer relationship management (CRM) system or in paper form. All of the information we hold is held securely and only authorised staff can access it with password protected login credentials. We are the data controller for such personal data relating to you and this Privacy Notice explains how we will process your personal data. The information that we collect will be held in accordance with the UK General Data Protection Regulation (the “**UK GDPR**”), the Data Protection Act 2018 (the “**DPA**”) and related legislation (collectively “**Data Protection Law**”).

The University’s Data Protection Officer is the Director of Academic Registry:

Ruth Cartwright

Address: University College Birmingham, Summer Row, Birmingham B3 1JB

Email: dataprotection@ucb.ac.uk

Telephone: 0121 604 1000

There are certain principles that the University must adhere to. This means that we will make sure your information:

- Is treated fairly and is only used for the purposes for which we have collected it and for which we have a legal basis for processing.
- Will only be used for the purposes for which it was collected, unless we ask your permission to use it for something else.
- Will not be excessive. i.e. We will not hold information about you that we do not need.
- Will be accurate. You can help us with this by making sure your details are correct by emailing admissions@ucb.ac.uk with any updates to your information.
- Will not be kept longer than is necessary, although some of the data will be archived so that we can still confirm your course, attendance and achievement in the future.

- Will be kept securely so that there is no loss of data or data breaches. Personal data is kept on secure servers and any hard copies are kept in secure locations. Only authorised people have access to your personal information. We will ensure that, where personal data is shared or stored outside of the European Union, there are appropriate safeguards in place to protect your personal data. Any third party organisations that hold personal data (e.g. cloud hosting, agents) will have confirmed their compliance with Data Protection Law before data is processed.

You have certain rights as a data subject under the Data Protection Law. This means that you have:

- The right to gain access to your personal data – You can ask us what information we hold on you.
- The right to rectification – You can ask us to put right any information that you believe is incorrect or where appropriate, given the purposes for which your data is processed, the right to have incomplete data completed.
- The right to erasure – You can ask for information to be removed, although this is a limited right which applies, among other circumstances, when the data is no longer required or the processing has no legal justification. There are also exceptions to this right, such as when the processing is required by law or in the public interest.
- The right to restrict processing – If you feel you are being disadvantaged by us holding information that is inaccurate, you can ask us to stop processing it until we fix it, or come to an agreement.
- The right to data portability – You can ask us to extract your information so that you can use it elsewhere.
- The right to object – You can object to us processing your data for marketing purposes. You can also object to us processing your data when such processing is based on the public interest or other legitimate interests, unless we have compelling legitimate grounds to continue with the processing.
- Where the legal basis for processing your personal data is based on your consent, the right to withdraw your consent at any time.
- Rights in relation to automated decision making and profiling – However, the University will never make any decisions about you without any human intervention.

For any information on your rights, or if you have questions or concerns, please contact the Data Protection Officer at dataprotection@ucb.ac.uk

You also have the right to complain to the Information Commissioner's Office (ICO) if you feel that the University is not processing data correctly. You can make a complaint on the ICO's website: <https://ico.org.uk/>.

Why does the University need information about you and what is the purpose of our processing?

We only process data for specified purposes and if it is justified in accordance with data-protection law. We will process your personal data for the following purposes:

- We need to assess your eligibility for the course that you have chosen to do, so we need information about your previous qualifications and education
- We need to be able to contact you about your enquiry, so we need up-to-date contact information.
- Some data will be used in analytical reports.

What personal data do we hold?

Examples of the personal data that we collect from you through our enquiry systems are as follows;

Prospectus Request

First Name, Last Name, Email Address, Mobile Number, Address, Date of Birth, Course, Subject, Enquiry Source, Year of Entry, Country, Nationality.

UCAS recruitment event(s)

UCAS Event, Event Date, Duration, First name, Last name, Mobile number, Date of Birth, Year of Entry, Subject, Course, Email Address.

University recruitment event(s)

First Name, Last Name, Email Address, Date of Birth, Course, Subject, Event Name, Location, Start Date, Duration, Year of Entry.

University open day

Title, First Name, Last Name, Gender, Date of Birth, Mobile Number, Email Address, Home Address, Country, Year of Entry, Level of Study, Subject, Course, Enquiry Source, Current Place of Study.

University direct enquiry

First Name, Last Name, Email Address, Mobile Number, Date of Birth, Year of Interest, Month of Interest, Course of Interest, Qualification Type, Study Level, Subject, Grade, Work experience, UCAS Application, Studied at UCB, Eligibility, Application information.

Website chatbot enquiry

First name, Last Name, Email Address, Mobile Number, Year of interest, Month of Interest, Course of Interest.

Application Information and Entry Qualifications

Information on the qualifications you had when you enquired to the University. This may include the awarding body, the date achieved, the subject, the level, the grade. Previous degree information for trainee teachers. Personal statements made through UCAS, or on your application form, offers made, interview invitations, your decision whether to accept the place and copies of certificates/transcripts.

International Student information

In order to comply with UKVI regulations, we hold the following for non-EU students:

Country of Birth, Place of Birth, Passport Number, Passport Issue Date, Passport expiry date, place of issue, ID card number, Visa information, Work permit Type, Visa Number, Visa Expiry Date.

UniBuddy/Lead Generation and Student Recruitment Partners

Information that you enter onto UniBuddy etc. will be transferred to our systems for onward use as shown above.

CCTV

CCTV is used within the University for security reasons and your image may be recorded.

How long will we hold your data?

Information held on applicants who decide not to attend the University will be anonymised in our systems after 4 years.

Hard copies of student information will be archived and destroyed after 7 years.

Student information that is held on our CRM and Portal system will be kept for at least 4 years for monitoring purposes.

CCTV data will be deleted after 31 days.

Who might we share your information with?

On occasion we may need to share your data internally and with third parties. The following is a list of organisations with which we may share information. It is not an exhaustive list, but any organisation with which we share information will have confirmed their compliance with Data Protection Regulations.

- Our administrative/ IT staff associated with student enquiries
- ECCTIS (the designated United Kingdom national agency for the recognition and comparison of international qualifications and skills)

- Data Harvesting/Amazon Web Services (Cloud hosting facility only)
- Software providers that the University use may need access to resolve IT issues.
- Your data may be passed onto a third party to fulfil the mailing of prospectus externally.
- Any other authorised third party to whom the University has a legal/contractual obligation to share personal data with, e.g. the UK Border Agency.
- Third party providers of marketing services such as Student CRM, DotDigital, Inline Marketing, Survey Planet, Website Chatbot Provider (Cue), Education Cubed, Janet TXT or advertising providers such as Bing, Google, IDP Connect, LinkedIn, Meta, Snap Inc, TikTok, UCAS, The Student Room, UniCompare, Whatsapp, Twitter (X).

Legal Basis

The legal basis under which we process your personal data is as follows:

You consent to the processing of your personal data in order for the University to contact you in response to your enquiry (see UK GDPR Article 6(1)(a)).

<i>Version Number</i>	<i>Date Last revised</i>	<i>Revised By</i>
1.0	13/04/2018	DPO
1.1	28/04/2020	DPO
1.2	10/06/2021	DPO/EP
1.3	23/08/21	DPO/PB
1.4	07/09/2022	DPO/AA
1.5	24/01/2024	DPO/AA/CS
1.6	8/8/2024	AA
1.7	15/4/25	AA
1.8	23/07/2026	DPO/AA/MS