

The Kick-Start Scheme Privacy Notice

This privacy notice is to be read in conjunction with the University College Birmingham student privacy notice, which can be found here: <https://www.ucb.ac.uk/downloads/data-protection/data-protection-student-privacy-notice-final.pdf>

University College Birmingham (UCB) and the John Smith's Group (John Smith's) have set up a scheme – The Kick-Start Scheme - to help you make the very best of your time at UCB, by improving access to learning & on campus resources you need to support your studies. If you are an eligible student you will receive funds when you start your course and/or an electronic tablet. You may also be eligible for a further award of funds in the second semester and in subsequent years of your course. Your funds will be loaded on to an account that you can use online and around campus at selected sites. You can use your Kick-Start funds on the website www.ucb-kickstart.co.uk, this is to help with the purchase of your required textbooks and other learning materials. For further information on where you can spend your funds on campus please visit www.ucb.ac.uk/kickstart

- We, UCB of Summer Row, Birmingham, B3 1JB, telephone number: 0121 604 1000, collect and use your personal data for the purposes of The Kick-Start Scheme. We are the data controller for such personal data and this privacy notice explains how we will process your personal data.
- UCB will collect and use information about you. This information may include your contact details, student number, student name & university email address, academic information (e.g. year of study, school of study, degree name) and information about your use of The Kick-Start Scheme (e.g. your transactions on the Kick-Start website and on campus).
- We only process data for specified purposes and if it is justified in accordance with data-protection law. The table below lists the various purposes for which we process personal data and the corresponding justification for it.

Purpose	Legal basis/justification
Administration of The Kick-Start Scheme	Necessary for performing a contract i.e. to provide The Kick-Start Scheme to you. Without your personal data, we would be unable to assess your eligibility for and provide you with The Kick-Start Scheme.
Monitoring of The Kick-Start Scheme	Our legitimate interest in assessing the benefits of The Kick-Start Scheme.
Providing you with relevant service messages and marketing material	Contractual necessity and our legitimate interest in promoting The Kick-Start Scheme.

- Your personal data in respect of The Kick-Start Scheme may also be combined with other data which UCB holds to identify meaningful patterns, with the sole intention of providing effective personalised support to improve the learning experience of UCB's students.
- We will only share your information with relevant UCB and John Smith's staff who administer The Kick-Start Scheme. Your information will be processed and held securely in accordance with the Data Protection Act 2018, the UK's implementation of the General Data Protection Regulation & UCB's Codes of Practice.
- John Smith's subcontracts the provision of eBooks to their partner Kortext. If you receive eBooks as part of The Kick-Start Scheme, your personal data, e.g. name and email address and academic information e.g. course information, will be shared for the purpose of setting up your Kortext account and allocating you your eBooks. The Kortext platform provides UCB with information about your

usage of the eBooks, including volume of book usage, page read tracker and engagement with group discussions. UCB will use this data only for the purpose of evaluation of the pilot.

- Personal data that is held on UCB's system for the purposes of The Kick-Start Scheme will be kept for 7 years.
- If you do not wish to participate in The Kick-Start Scheme or are not happy for UCB to share your personal data with John Smith's, you can withdraw from the scheme. To do this, please email kickstart@ucb.ac.uk confirming that you no longer wish to be part of The Kick-Start Scheme. UCB will, by return email, confirm your removal from the scheme and that data is no longer being shared with John Smith's.
- Details about UCB's Data Protection Officer, your rights as a data subject (including your right to lodge a complaint to the Information Commissioner's Office (ICO)) can be found in UCB's student privacy notice, please see link above.

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1.0	27/06/2018	ER
1.1	28/04/2020	DPO