

## **PRE-APPLICATION PRIVACY NOTICE**

### **Data Collection and Privacy Notice**

Aston University (“the University”) processes personal data as a “Data Controller” as defined in the Data Protection Act 1998 (“the DPA”) and the General Data Protection Regulation (Regulation (EU) 2016/679) (“the GDPR”). This notice relates to information about you which will be collected by the University and processed as described below. This notice may be updated at any time. The most up to date version can be found at [www.aston.ac.uk/dataprotection](http://www.aston.ac.uk/dataprotection).

Your personal data will be processed in compliance with the Data Protection Act 1998, and from 25 May 2018 with the General Data Protection Regulation (GDPR).

### **What we collect**

The personal data which the University processes about you will include personal details about you such as your name, address and contact details.

### **Your rights**

Under the DPA and the GDPR you have certain rights over how your data is processed, including the right to know what information is processed about you and how it is processed.

Under the General Data Protection Regulation you will have the right of access to your personal information. You will also have additional rights i.e. the right to rectify inaccurate information; restrict processing; and object to processing. These rights are limited in certain circumstances by the GDPR, and may be limited further by future UK legislation where data is only processed for research or statistical purposes.

### **Automated decision-making**

The University will not use your personal data to make automated decisions about you. “Automated decisions” are defined as decisions made without human intervention. You have the right to opt out of automated processing at any time and to require that decisions are assessed by a person.

### **Data transfers to other countries**

Your personal data may be transferred to countries outside the European Economic Area for the purposes described above. Your personal data will only be transferred to countries whose data protection laws have been assessed as adequate by the European Commission, or where adequate safeguards are in place to protect your personal data.

## How we process your data

The University will process your personal data for the following purposes.

### **Purpose 1 – Enquiries to Study at the University**

We will process your personal data in order to respond to any enquiry you may have about the University such as requesting a prospectus or finding out more about University courses.

#### **Legal basis for processing your information for Purpose 1**

The processing of your personal data for Purpose 1 is necessary on the grounds of our legitimate interest (GDPR Article 6(1)(f)).

### **Purpose 2 – Registration at Events**

Attending events is the ideal way to visit the University, experience it and obtain further information on the courses which may be of interest to you. We will process your personal data when you register to attend an event at the University.

#### **Legal basis for processing your information for Purpose 2**

The processing of your personal data for Purpose 2 is necessary on the grounds of our legitimate interest (GDPR Article 6(1)(f)).

### **Purpose 3 – Third Party Processing**

The University has engaged a third party to support and assist with any enquiries that you may have about the University. The University may share data with this third party to ensure that enquiries are dealt with in a timely manner.

Please be aware that you may opt out of your data being shared with the third party company at any time.

#### **Legal basis for processing your information for Purpose 3**

The processing of your personal data for Purpose 3 is necessary on the grounds of our legitimate interest (GDPR Article 6(1)(f)).

### **Purpose 4 – Participant Data**

The University will process your personal data to assess and evaluate how well its outreach initiatives are operating. This will include information regarding your studies, where you live and extra-curricular participation.

#### **Legal basis for processing your information for Purpose 4**

The processing of your personal data for Purpose 4 is necessary on the grounds of performing a public task (GDPR Article 6(1)(e)). The processing of Sensitive Categories of Data is necessary on the grounds of performing a public task (GDPR Article 6(1)(e)) and acting in the public interest (GDPR Article 9(2)(g)).

### **Purpose 5 – Higher Education Access Tracker (“HEAT”)**

The University will process your personal data through HEAT. The HEAT service is operated by the University of Kent who analyse the data submitted by the University and then produce reports which are intended to support outreach initiatives, fair access to the University and the retention of students. The HEAT service complies with the appropriate regulatory requirements and uses government data as part of its service. The University will use this service to evaluate how well its outreach initiative is operating to individuals and institutions.

#### **Legal basis for processing your information for Purpose 5**

The processing of your personal data for Purpose 5 is necessary on the grounds of performing a public task (GDPR Article (6)(1)(e)). The processing of Sensitive Categories of Data is necessary on the grounds of performing a public task (GDPR Article 6(1)(e) and on the grounds of research of statistical purposes in the public interest (GDPR Article 9(2)(g)).

### **Purpose 6 – Marketing**

We value your interest in the University and would like to keep in touch with you. We would like to use your personal details for the purpose of sending you marketing materials such as invitations to open days, events at the University, newsletters and magazines by post and email.

#### **Legal basis for processing your information for Purpose 6**

We will process your personal data in the case of communication by email for these purposes on the basis of your consent. You have the right to opt out of this type of processing at any time. We will not contact you for this purpose if you are registered with the Telephone Preference Service (“TPS”) unless you tell us that we can.

#### **Consent**

I consent to my personal data, including my personal email address, being processed so the University can contact me to share news and invite me to events. I understand that I may opt out of receiving these communications at any time.

- Yes please, keep me up to date by email
- Yes please, keep me up to date by text
- No thanks, please **do not** contact me by post
- No thanks, please **do not** contact me by telephone

### **Purpose 7 – Surveys**

It is important that we understand your views about the University so we will process your personal data when you complete surveys for experiences such as open days. The University wants to ensure that it continues to develop and improve what it offers to potential students so participation in such surveys is important to the University.

### **Legal basis for processing your information for Purpose 7**

The processing of your personal data for Purpose 7 is necessary on the grounds of our legitimate interest (GDPR Article 6(1)(f)).