

PRIVACY NOTICE

MEDIA, SHORT COURSES AND EVENTS

Data Collection and Privacy Notice

Aston University (“the University”) processes personal data as a “Data Controller” as defined in the Data Protection Act 2018 (“the DPA”) and the GDPR as retained in UK law by the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019 (“the UK GDPR”). This notice relates to information about you which will be collected by the University and processed as described below. The most up to date version of this privacy notice is published on the University’s website.

What we collect

The personal data which we process includes your personal and contact details and information about you which is relevant to your relationship with the University. If you are taking part in marketing activities for the University, we may process the information on that you have shared as part of that process. It may also include information about your disability status, ethnicity, sexual orientation, gender reassignment or religion, which is classed as Special Category Data under the DPA.

Your rights

The DPA and the UK GDPR give you the right to know what information is processed about you and how it is processed. You also have the following rights (limited in certain circumstances):

- to access your personal information;
- to rectify inaccurate information;
- to restrict processing of your information; and
- to object to processing of your information.

Data transfers to other countries

Your personal data may be transferred to countries outside the European Union for the purposes described above. The University will only transfer personal data outside the European Union where adequate safeguards are in place.

Event Booking and Management

The University will process your personal data when you register and attend an event. This is to assist us with understanding how many individuals will attend an event and the arrangements that we have to put in place to ensure that the event can operate appropriately.

This processing is necessary on the grounds of our legitimate interest. We will process Special Category Data (e.g. information relating to your health or disability status) if you have made us aware of it. This information will only be used to enable us to provide appropriate services in connection with a booking you have made.

Photographs, Video and Testimonials

We may wish to process your personal data in order to take photographs of you to use in the University's marketing campaigns, on its website and displays. The photographs may include your name and details about you. In addition, we may wish to use videos of you in the University's marketing campaigns, on its website and YouTube account. The videos may include your name and details about you. We may wish to process your personal data in order to produce a written testimonial about your experience at the University to use in the University's marketing campaigns, on its website and displays. The testimonial may include your name, details about you and your opinions of the University. For example, this may include details on your course of study and how this has prepared you for the workplace.

We will process your personal data for this purpose on the basis of your consent. You have the right to opt out of this type of processing at any time. However, in the event that you withdraw your consent on promotional campaigns which have already been published, we will ensure that your image is no longer processed in any future campaign.

I consent to my personal data, including my image and name being processed so the University is able use it in marketing campaigns, on its website and displays. I understand that I may opt out of my personal data being processed at any time.

- I consent to my photograph being used on the University website
- I consent to my photograph being used in poster campaigns
- I consent to my photograph being used in printed communications
- Please **do not** process my photographic image for any marketing campaign

- I consent to my video image being used on the University website
- I consent to my video image being used on the University's YouTube account
- Please **do not** process my video image for any marketing campaign

- I consent to my personal data being used in testimonials on the University website
- I consent to my personal data being used in testimonials in poster campaigns
- I consent to my personal data being used in testimonials in printed communications
- Please **do not** process my personal data as a testimonial for any marketing campaign

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. We value your engagement with the University while you are a student and would like to keep you up to date with information pertaining to student life. We would also like to invite current students to events and activities taking place on campus

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.

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
- Please do not contact me by post
- Please do not contact me by telephone

I consent to my personal data, including my personal email address, being processed so the University can contact me by email for marketing purposes. I understand that I may opt out of receiving these communications at any time.

- Yes please, you can email me
- Please do not contact me by post
- Please do not contact me by telephone

Specific Requirements

The University will process your personal data in the event that you have any specific requirements when visiting the University. This may include data regarding any disability and is used in order to allow us to assist you and your experience at the University.

We will process Special Category Data (e.g. information relating to health, disability or mobility requirements) if you have made us aware of such information. This information will be used to enable us to provide the appropriate services and assistance during your time at the University.

Applicable Laws

The University is under an obligation to comply with applicable laws which includes health and safety law, the prevention of fraud and bribery and compliance with counter-terrorism legislation. The University will process your data to ensure that it complies with the relevant legislation.

This processing is necessary on the grounds of the University fulfilling its legal obligations. The processing of Special Category Data is necessary on the grounds of the University fulfilling its legal obligations and complying with laws which are in the public interest.

Security

Your safety and security is very important to the University. We will process your personal data, including images captured by CCTV, to ensure the safety and security of you and your possessions, and to secure the University's campus. In certain circumstances we may also use body-worn video cameras. The use of CCTV on our premises is governed by Aston University's CCTV Code of Practice.

This processing is necessary on the grounds of our legitimate interest.

Emergencies

There may be circumstances where the University needs to contact an emergency contact that you have specified or the emergency services in the event of an accident or illness.

We will process your personal data on the grounds of vital interests. The processing of Special Category Data is necessary on the grounds of the University protecting your vital interests.

Public and Administrative functions

We will process your personal data for reasons related to our statutory and/or public functions, including funding, regulation and policy-making purposes. This may also include data processing for statistical and research purposes. We may also need to process your data, including Special Category Data, for the purposes of law enforcement and fraud detection.

This processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Data Controller.

Compliance with NHS Test and Trace

If you attend Aston's campus, we are required to process your personal data to comply with the requirements of NHS Test and Trace (or any superseding or replacing framework). Your data may be shared with Public Health England (or any successor body) and other public bodies in order to fulfil these obligations.

We will process your personal data for this purpose on the grounds of our legal obligation. Special Category Data will be processed on the grounds of substantial public interest.