



Enquirer Privacy Policy

The University of Plymouth is registered with the Information Commissioner's Office [Z7546246](#) and is responsible for the use of the personal data provided to it. You may provide us with information directly but we may also receive it from third parties including but not exclusive to:

- Cappex
- Common App
- GBGroup
- Hotcourses
- International agents
- Postgrad.com
- Prospects
- ThinkPostgrad,
- UCAS
- Your attendance at Higher Education fairs

This privacy notice explains how we use your data in relation to your enquiry. If you apply to become a student at the University, then you should refer to our applicant privacy policy.

What personal data will be processed?

The personal data we process will be:

- The information that you provide to us when you fill in a form (for example, if you order a prospectus, register for an Open Day, meet us at a UCAS fair) such as:
 - your name and contact details,
 - your date of birth,
 - your subject(s) of interest,
 - your nationality, to determine whether you are a UK/EU or international student,
 - your domicile,
 - the start year of the subject you are interested in, and
 - your predicted and achieved academic qualification;
- Your registration for and attendance at University events (such as Open Days); and
- Records of communications sent to you by the University or that we receive from you.



Occasionally we may need to process data which is classed as 'special category' or sensitive personal data. We will ask you for consent to do this. This data includes data about your ethnicity, sexual orientation, religious beliefs or health/disability data.

How we use your data

The University seeks to respond in an appropriate, timely, and effective way when dealing with enquiries and uses a customer relationship management (CRM) system to support this service. This means that you will not have to repeat all the details of a previous enquiry: each time you contact us we will be picking up where you left off. It also means that we can improve the information that we provide to you about our courses, services and processes in future.

The information you provide will be used to supply the information requested and, if you consent, send you further printed materials or electronic communications for the following purposes:

- To provide you with information relating Plymouth and the local area, and the University (including its facilities and services) to help you make an informed decision as to whether to apply to study with us;
- To provide you with information about the subject(s) you are interested in and our services and facilities to help you make an informed decision as to whether to apply to study with us;
- To tailor our communications and services to you based on your postcode, domicile, achieved and predicted academic qualifications ,your subject(s) of interest;
- To invite you to attend relevant events (such as Open Days);
- To provide you with information about our visits to your city or country.

We will also process your data to fulfil and monitor our legal responsibilities, for example, under equalities, immigration and public safety legislation. In addition, we will compile statistics and conduct research in relation to enquirers, applicants and students for the purpose of planning, reviewing, managing and developing the University's business, (but not to make any decisions about you).

If you disclosed to us that you have a disability, our Disability Services team will contact you to let you know how you can access the Learning Support, Disability and Mental Health services. You will be provided with further details about how your data will be used for this purpose at the relevant time.

We sometimes use 'profiling' software to help us make sure the information we send you is appropriate for you, but we do not use 'profiling' software to make any automated decisions about you.



We may also ask you to provide contact details for your intermediary contact (for example a parent / guardian or spouse) if we need to share information about your enquiry. You may choose to share their details with us via an online form but we will ask them to consent to receiving information from us.

What is the legal basis of the processing?

From 25 May 2018 when you provide your personal details for a specific enquiry, such as an Open Day we ask for your consent to process your personal data for marketing purposes that do not directly relate to your enquiry. You can withdraw your consent at any time, except as set out below.

When we use your data to compile statistics and conduct research, we usually use anonymised data from which you cannot be identified, but where that is not possible, we do so on the basis that this is necessary;

- In the public interest; or
- For scientific or historical research or statistical purposes; or
- For the purposes of the University's legitimate business interests (for example, in order to manage and develop its business).

We will only process your special category data (which is sensitive information about you) with your explicit consent or if it is necessary:

- For the establishment, exercise or defence of legal claims;
- Very occasionally, when it is needed to protect your or another person's vital interests and you are not capable of giving your consent (for example, in an emergency);
- Archiving purposes in the public interest, scientific or historical research purposes or statistical purposes.

Where we have collected your data prior to the 25 May 2018 and where we see it meets the University's legitimate business interests we will continue to contact you regarding your enquiry. There will be an option to opt-out at any time via our online preference centre or by contacting the admissions team.

Who will your personal data be shared with?

Within the University, your data is shared with only those University staff who need access for the processing purposes set out above.



Your personal data is shared as is necessary, on a considered and confidential basis, with several external organisations which assist the University with handling enquiries and student applications and with sending you information about studying here. These organisations act on our behalf in accordance with our instructions and do not process your data for any purpose over and above what we have asked them to do.

We make sure we have appropriate contracts in place with them. This includes

- Mailing houses
- External research agencies
- External media agencies to send you targeted messaging via social media. If you do not wish to receive these, you can amend your settings or preferences on the relevant social media platform.

We may also share your personal information with third parties (including your school/college, partner(s) with whom we may have collaborated to organise and/or evaluate events, the Universities and Colleges Admissions Service (UCAS), the Higher Education Statistics Agency (HESA), the Department for Education, the Higher Education Access Tracker (HEAT), any third parties managing HEAT's database, and HEAT service subscribers and approved researchers) for the same purposes as listed above, and also for storage. Please note that only certain events/initiatives involve sharing your personal information with HEAT and related parties.

Sometimes your personal data is processed by these organisations outside the European Economic Area (e.g. because they use a cloud-based system with servers based outside the EEA), and if so, appropriate safeguards are in place to ensure the confidentiality and security of your personal data.

We do not share your data with external organisations for marketing their products or services. We do not sell your personal data to third parties under any circumstances, or permit third parties to sell on the data we have shared with them.

How long is your data kept?

If you do not apply to study with us, any data you provide to us as an enquirer is kept for 2 years after your indicated year of entry in line with our [Records Retention Schedule](#).

If you go on to make an application to the University of Plymouth, your enquiry data will be kept in line with our applicant privacy notice which you can see on our website. We will also draw this to your attention when you apply.



Your rights in relation to your data

If you choose to receive further information from the University of Plymouth, you may change your mind at any time by writing to us or emailing us using the following contact details:

Telephone: + (44) 01752 585858

Email: businessdevelopment@plymouth.ac.uk

Mailing address:

Student Recruitment and Admissions
University of Plymouth
Drake Circus
Plymouth
PL4 8AA

You will also be able to update how you hear from us via an online preference centre. You will find a link to your online preference centre in every email communication we send to you.

You have the following rights in relation to your personal data:

- The right to request your personal data is rectified if inaccurate
- The right to request erasure of your personal data
- The right to request that the processing of your personal data is restricted
- The right of portability in relation to your personal data
- The right to object to the processing of your personal data
- The right to object to processing which involves automated decision making or profiling.

For enquiries about Subject Access Requests or if you have a Data Protection query or complaint, please email foi@plymouth.ac.uk You also have the right to lodge a complaint about the processing of your personal data with the **Information Commissioner's Office**.

This document is effective from 25 May 2018. It is reviewed when necessary and updated on this page.