

Birkbeck, University of London

Birkbeck exists to provide life changing educational opportunities for its students and undertake cutting-edge research for the public good. In order to carry out this mission, it is necessary to process personal data.

We take our responsibilities to process your data transparently, fairly, lawfully, safely and securely very seriously. This document is part of our efforts to keep you informed about how we treat your data.

PRIVACY NOTICE

For the purpose of keeping in touch

About Birkbeck

Birkbeck College (also known as Birkbeck, University of London) is the data controller for all of the personal data that it holds and processes and is subject to the General Data Protection Regulations (GDPR). Birkbeck is registered with the Information Commissioners Office (ICO) registration number Z718111X

- Address: Birkbeck College, Malet St, Bloomsbury, London, WC1E 7HX
- Birkbeck's Data Protection Officer can be contacted by emailing dpo@bbk.ac.uk

If you have any queries about how we use your data, or wish to exercise your rights with regard to your data including, making a subject access request, please contact dpo@bbk.ac.uk

About Birkbeck's approach to personal data processing

In common with all universities, Birkbeck processes the personal data of many individuals in order to carry out its mission.

You will find a complete set of information describing our data processing activities, our data privacy policy, relevant privacy notices, information about the rights of individuals whose data we process and how to exercise these rights on our website at www.bbk.ac.uk/privacy.

Birkbeck has many different types of relationship with many different groups of people, and some people have more than one relationship with Birkbeck (for example one person may be both a student and member of staff). It is not possible to provide one single privacy notice that accurately describes all these processing activities. Therefore separate notices are provided that describe each processing activity. It should be noted that more than one privacy notice may apply to the processing of your personal data for different purposes. This should be made clear to you at the point where your personal data is collected. It should also be clearly described within the privacy notice itself. All our privacy notices are available at www.bbk.ac.uk/privacy and if you are in any doubt please contact dpo@bbk.ac.uk.

About our privacy notices

This privacy notice explains how Birkbeck collects, uses and shares personal data and your rights in relation to the data we hold about you. It includes information about how personal data is used, and the nature of any processing by other data processors or controllers.

The processing purpose covered by this notice

This privacy notice applies to Birkbeck's processing of personal data for the purpose of keeping in touch with people who want to hear about opportunities and events at Birkbeck. In particular this includes marketing to prospective students who may wish to study at Birkbeck.

What data we collect

- Birkbeck may obtain, hold and process the following personal data;
 - **Personal details** - including; name, gender, contact details, date of birth, nationality, country of birth, country of domicile, your first language, household income.
 - **Educational and employment background** - including names and dates of previous institutions of study and work and previous academic achievement.
 - **Information about your interests and motivation to study** – including the subject and level of qualifications you are or might be interested in pursuing, and your motivation for doing so (e.g. career goals etc).
 - **Personal circumstances** - including; household income, number of children, marital status, information on your receipt of benefits (including whether you have previously been in receipt of free school meals), whether you have ever been in local authority care and your family history of participation in higher education.
 - **Special category data** – including ethnicity and disability records.
 - **Data on your use of our systems and services** - including details of the IP address of machines you access websites, online services, and open certain tracked emails on (including device type, operating system, browser, screen size), time and date.

Where we collect it from

- Information about you will be collected directly from you when you book to attend open evenings, open days, taster and other public events; when you request a printed prospectus or other marketing material; when you register your interest in study at Birkbeck, submit an query, complete an application to study and enrol as a student.
- In some cases we may collect data from a third party organisation involved in the services provided by the College that has obtained the information in the first instance, for example UCAS and agents involved in student recruitment.

- Information may be provided by you via online forms, directly to a member of Birkbeck staff over the telephone, online chat or face-to-face in our premises or at an event.
- Information on your interaction with our systems and services will be collected automatically as you access the services.
- From your participation in market research activity.

How we use the data

Birkbeck holds and processes your personal data in order to provide you with timely and relevant information about parts of our educational offering that might be suited to you. This includes:

- Information about courses (programmes of study and individual modules)
- Information about support services; including careers, study skills, counselling, student advice
- Information about events that we think may be of interest
- Information about things going on at Birkbeck including public lectures and events, bursaries and our research
- Providing access to buildings and facilities (e.g. access to Open Evening)
- Monitoring the effectiveness of our communications and ensuring the messages we send are of interest to our potential students
- Monitoring and improving the performance of our systems, fault finding, fraud prevention and detection, security and diagnostics
- Monitoring equal opportunities

Only information required for these purposes is obtained and processed, and without it the College may not be able to provide its services. Information is accessible by various sections of the College for operational reasons as is necessary and proportionate for intended purposes.

Under what lawful basis we process your personal data

Birkbeck uses your personal data under different lawful bases depending on the process being performed. The following are the legal bases identified and examples of the data processing activity to which they apply:

- **Consent** – For the purposes outlined in this privacy notice, Birkbeck collects and processes your data on the lawful basis of your explicit consent. (Article 6 (1) (a))
Withdrawal of consent - you have the right to withdraw consent at any time. You can opt out via www.bbk.ac.uk/myprivacycontrol.
- **Special Category Data** – Birkbeck processes the special category data described in this privacy notice under condition GDPR Article 9(2)(a) - consent.

How long we keep your data for this processing purpose

We may retain your personal data for a period of 3 years after our last contact from you.

Sharing your data with other Data Controllers

Data processed for the purposes outlined in this privacy notice is not shared with any other organisations.

Third Party Service Providers (use of Data Processors)

Birkbeck uses a number of carefully selected third parties to provide services on its behalf. In some cases this requires some elements of the data we hold about you to be passed to them for the express purpose of providing a service to you on our behalf. In each case a data sharing agreement is in place that prevents the third party from making any use of the data provided for any purpose other than that expressly agreed, and requiring the provider to securely destroy the data once the service has been provided. Details of these service providers are available at www.bbk.ac.uk/privacy.

International

In some instances the College may transfer personal data to parties located in other countries, including some outside of the European Economic Area (EEA). This may be because either Birkbeck staff, a Data Processor (or Sub-Processor) contracted by Birkbeck, or another Data Controller who data is shared with are located outside the EEA.

All instances of overseas transfers of personal data are subject to appropriate technical safeguards and contractual provisions incorporating appropriate assurances to ensure the security of the data and full compliance with legislative and regulatory requirements.

Your personal data rights

You have the following rights with regard to your personal data held by the College:

- The right to request access to your personal data held by the College.
- The right to have inaccurate or incomplete personal data rectified.
- The right to erasure of personal data – this will only apply where there is no legitimate reason for the College to continue to process the personal data.
- The right to restrict the processing of personal data – you have the right to block the processing of their personal data by the College in specific situations.
- The right to data portability – you have the right to request provision of some elements of your information in digital form in order to provide it to other organisations.
- The right to object – you can object to the processing of your personal data by the College in certain circumstances, including the sending and receipt of direct marketing material.
- The right to object to automated decision making and profiling – you have the right to object to decisions taken by automatic means without human intervention in some circumstances.
- All requests to exercise any of these rights should be made to the College's Data Protection Officer, by emailing: dpo@bbk.ac.uk.

Complaints - If you are unhappy with the College's handling of your personal data or believe that the requirements of GDPR may not be fully complied with, you should contact the College's Data Protection Officer in the first instance. You may also follow the College's formal complaint procedure, and you also have the right to submit a complaint to the Information Commissioner's Office; further details can be found at www.ico.org.uk.

Version History & Review

This privacy notice will be subject to periodic review. Any material changes will be communicated to those affected in an appropriate manner as and when they are required.

Version	Effective Date	Reason for change
BBKPN002.0	24 May 2018	First version
BBKPN002.1	26 June 2018	Revised name and description to incorporate all those who wish to hear about a wide range of Birkbeck events and opportunities