

## Privacy Notice for Users of the Website

### 1. Purpose of this Notice

This Privacy Notice tells you how Teesside University as Data Controller, collects, holds, processes and in some cases transfers your Personal Data provided through your use of this website.

We may amend this notice to reflect changes to our website, business, data protection law or other legislation. For this reason, we ask that regular users of the website revisit this notice on a regular basis.

### 2. Why your Personal Data is Collected

Your Personal Data is collected primarily in order for the University to process information relating to services and products that you access through the website.

### 3. How Personal Data is Collected

Personal Data is collected through online forms or automatically through your use of the website (refer to the University's Cookie Policy).

### 4. What Personal Data Is Collected

In most cases, we will only collect Personal Data such as name, date of birth and contact details where you knowingly supply the information through using online forms or by sending us an email. However, as is the case with most web servers, our server will automatically collect the following information:

- 4.1 **Search engine:** Our search engine is powered by System Associates. Search queries and results are logged anonymously to assist us to improve our website and search capability. No user specific data is collected by us or any third party;
- 4.2 **Requested URL (Uniform Resource Locator):** which identifies the web address;
- 4.3 **IP (Internet Protocol):** Your IP address;
- 4.4 **Referring URL:** When you click on a link in a web page your browser moves to a specified link. When the browser requests the new page it sends along the URL of the previous page. The sent along URL is called a referring URL;

- 4.5 *Domain name:* From which you access your internet;
- 4.6 *Software (browser/operating system):* Used to access the page;
- 4.7 *Cookies:* You can read more about how we use cookies by accessing our Cookies Policy on the University website;
- 4.8 *Google analytics:* We use a third party service, Google Analytics, to collect standard log information and details of visitor behaviour patterns. This tells us the number of visitors to the site. This information is processed in a way which does not identify anyone;
- 4.9 *E Newsletters:* We use a CRM system (Microsoft Dynamics) with an email add-on provided by Click Dimension, which allows us to check how many emails have been read and whether any attachments or links have been accessed;
- 4.10 *Online reporting tool:* We use some software called Inspectlet (<https://inspectlet.com/>) which provides anonymous eye-tracking heatmaps, tracking mouse movements, scrolls and clicks on our webpages. This allows us to understand our user behaviour in further detail;
- 4.11 *Social Media:* We use a third party to help monitor our name/brand across social media channels. They also help us to collate performance reports and schedule our content for publishing; and
- 4.12 *Security and performance:* We use software to test security and performance none of which collects or processes Personal Data.

## 5. How Your Personal Data is shared with 3<sup>rd</sup> parties

The University will only share your Personal Data with external third parties where we are permitted to do so under Data Protection Legislation.

Where we have a lawful basis, we may pass Personal Data to third parties in the following circumstances:

- 5.1 to suppliers (such as IT service providers) who process information on our behalf;
- 5.2 to independent suppliers who are under a contractual obligation to assist us with our business operations;

- 5.3 to law enforcement or regulatory or professional bodies if required to do so by them;
- 5.4 to our internal auditors.
- 5.5 **Online shop:** We use a 3rd party to operate our online shop called WPM Education. Some of the Personal Data which you provide us with when using the online shop (to place an order) will be securely passed to WPM who act on the University's behalf to provide the online shop services, including payment services. The Personal Data you have provided us with will be added to our secure CRM database. Our CRM database will help us build a profile of what interests you. The CRM system will then auto generate what information we send to you (in the future) based on the information you have provided us with. If you are an international student we may transfer your Personal Data to one of our overseas offices (with a view to them contacting you). If we do we will ensure they are aware of their obligations to process your Personal Data securely.

## 6. Marketing

- 6.1 We like to keep you up to date with our news and activities. Where you have provided consent for us to contact you, we may do this by sending you information by email, social media, post, telephone call or text message. In order to do this we operate a database that contains your Personal Data. Any marketing communications which you receive will provide you with a simple and transparent way to unsubscribe.
- 6.2 We use a company called Uniquet to assist us with our marketing communications. It may be necessary for us to transfer your Personal Data to them so that they can assist us with sending out emails, text messages and letters to you. We ensure they are aware of their legal obligations in relation to holding your personal data and they have contractually agreed to this.
- 6.3 Any information you provide us with will be added to our secure CRM database, and may be shared with your current school and/or college for reporting purposes, including attendance at University activities/events. Our CRM database will help us build up a profile of what you are interested in. The CRM system will then auto generate what information we send you (in the future) based on the information you have provided us with.

6.4 We do not sell your Personal Data to 3rd parties.

## 7. Transfers of Personal Data outside of the EEA

We may pass Personal Data to other organisations within or outside the EEA who are contracted to provide services where the transfer is necessary for the provision of those services. Where transfers are made outside the EEA this is done pursuant to an agreement which ensures that necessary safeguards are in place.

## 8. Security of Personal Data

We take technical and organisational measures to protect all of the Personal Data we hold. Only authorised employees and contractors have access to your Personal Data.

## 9. Personal Data Retention Periods

We will retain your Personal Information for the period outlined at the time the data is collected and only retain the Personal Data we hold about you as long as necessary and in accordance with the University's Retention Policy.

## 10. Your Responsibilities

GDPR requires that Personal Data is accurate. It is essential that you let the University know if any information you have provided through this website changes. If you fail to update your details, the University cannot take responsibility if any information you require is sent to the wrong address.

## 11. Your Rights

As a data subject you have certain rights:

*Right to complain* You have the right to lodge a complaint with the Information Commissioner's Office details are provided below;

*Right to access personal data:* You can find out what information we hold about you by making a subject access request. The request can be made free of charge, by writing to the Data Protection Officer, details of which are below.

*Right to Erasure (Right to be Forgotten)* You have the right to have the Personal Data we hold about you erased;

*Right to object* You have the right to object at any time to the processing of your Personal Data;

*Right to withdraw Consent* Where consent forms are the basis for processing, you have the right to withdraw your consent to the processing at any time;

*Right to Data Portability* If you request us to we will transmit your Personal Data directly to another organisation;

*Right to Rectification* You have the right to ask us to rectify inaccurate information held about you without undue delay.

These are not unqualified rights and the University may not be able to act on your request in certain circumstances.

## 12. Contact Details of the Data Protection Officer

The Data Protection Officer is contactable at Teesside University, Middlesbrough, Tees Valley, TS13BX, UK. Telephone: +44 (0)1642218121, Email: [dpo@tees.ac.uk](mailto:dpo@tees.ac.uk)

You may contact our Data Protection Officer directly with any queries relating to Data Protection.

## 13. Name and Address of the Lead Supervisory Authority

The Lead Supervisory Authority overseeing the Controller is: The Information Commissioner's Office (the 'ICO'), Wycliffe House, Water Lane, Wilmslow, Cheshire, SK95AF, United Kingdom. Tel: +44 (0)3031231113, Email: [casework@ico.org.uk](mailto:casework@ico.org.uk). Website: <https://ico.org.uk>.

A comprehensive list of the purposes for which the University processes Personal Data are notified to the Information Commissioner's Office (ICO) and can be viewed on the office of the information Commissioner's Register. To view the University's registration you can use the search form for the Register and enter the University's registration number Z5567143.