

This privacy notice describes how and why we collect and process your personal data to respond to enquiries, to process applications submitted to the University and conduct related marketing activities. It also explains your rights under the GDPR.

1. Data Controller

The University of Northumbria at Newcastle (“we”, “our”, “us”) is a registered Data Controller (Registration Number: **Z7674926**) with the Information Commissioners Office. We are committed to processing personal data in accordance with our obligations under the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018 (DPA2018).

2. Where do we get your personal data from?

As an enquirer we may collect personal data, from you or if you commence an online enquiry but do not submit it, or when you make an enquiry to us via telephone, email or social media. We may also obtain information from you when attending or registering for open days, outreach events, careers fairs and external recruitment events, including online events.

If you are an applicant, you will be asked to provide information when you submit your application, or through transactional activities undertaken as part of the application process.

We may also collect personal data from a third party representing you, for example from:

- Universities and Colleges Admissions Service (UCAS), external recruitment representatives, regional and country offices overseas, collaborative/partner institutions or organisations.
- Current or previous places of study, or your employer,
- Sponsors, the Student Loans Company, local authority’s or government agencies (such as UKVI) or other representatives authorised to provide us with your information
- Partner agencies or institutions where we act as the awarding body for your course.
- If your enquiry or application relates to a Degree Apprenticeship course, we may receive information via your employer (or your potential employer for certain courses, including the Police Degree Apprenticeship) acting on your behalf.
- If you are using our website, we utilise cookies that will enhance your user experience. Please see our website [Privacy Notice](#) for further details.

3. Categories of personal data we process

We may collect and process the following categories of data about you:

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- Your name, address, other contact details.
- Your date of birth, gender, nationality, country of birth.
- Details of your interests and areas of study.
- Details of any dependents and whether you are a care leaver.
- Your qualifications (awarded or anticipated), education history, skills, and work experience.
- Supporting documentation such as references, immigration and visa information, funding and financial arrangements (for example, your sponsor), eligibility for scholarships.
- Engagement with and outcome of the selection process and applicant events including interactions with your proposed supervisors or admissions tutors.
- Details of attendance at events and photographic images.
- General correspondence and administration in relation to your enquiry or application that include any other information you choose to share with us.
- Your personal views, opinions and other types of feedback related to the University and your experiences.
- Metadata associated with you and provided through your device, or that you have made publicly available to us through social media.

Special Category Data

For monitoring compliance with the Equality Act 2010, you may consent to provide us with “special category data” relating to your racial or ethnic origin, religious or other beliefs, physical or mental health or sexual orientation as part of your application. We will also ask you to declare any health issues or special requirements you feel relevant to your application to enable us to assess accessibility requirements and to support you with your studies. We will also process this data if the processing is required under UK law.

Criminal conviction information

If you are applying for a course that leads to a professional qualification (Teaching, Nursing, Midwifery, Social Work etc.) you will be required to undergo a Disclosure and Barring Service (DBS) check, which checks for any relevant criminal convictions. You will also be asked to provide information about your health. This is required in order to assess your fitness to practice and suitability to work with patients, children or other vulnerable people.

If you are applying for a course that do not requires professional suitability checks, you will not be asked about criminal convictions at the application stage, however, once you have been offered a place on a course, you will be asked to provide us with information about any relevant unspent criminal convictions (e.g. physical or sexual assault, fire arms, arson or drugs) so that we may assess any risks to other members of the University and/or identify appropriate support measures that you require.

Recording Telephone Calls

We may monitor or record phone calls only to our admissions team or clearing line in case we need to resolve queries or issues and to help improve our quality of service. Conversations may also be monitored for staff training purposes. Where recording is used, we will keep you informed and will take appropriate measures to ensure that sensitive data is not recorded.

4. The lawful basis for Processing

We need to process personal data to respond to your enquiry and application or to provide you with information we think you might find useful about the University, our courses, our accommodation or upcoming events. The University relies on the following legal bases to process information about you:

- **Consent:** We may rely on your consent to send some correspondence in relation to University events, services and products or to process your data in relation to specific services. Consent can be withdrawn at any time.
- **Contract:** Processing your application and our assessment of it are part of the process of entering into that contract with the University – when you accept your place and enroll you will be “signing a contract” with us.
- **Legal Obligation:** We process some data because there is a legal obligation to (e.g. UKVI) or because we are required to provide equality monitoring statistics.
- **Public Task:** We process data for internal reporting, monitoring, and research as part of our public tasks.
- **Legitimate Interests:** Where to do so and it does not unduly prejudice your rights and freedoms, we may process data for internal reporting and planning or to communicate marketing messages to you promoting our services, courses and events.

Special Category Processing

- **Explicit Consent:** We may rely on your explicit consent to process Special category data in relation to specific services. Consent can be withdrawn at any time.
- **Substantial Public Interest:** Where we are processing data about criminal convictions or considering Fitness to Practice issues, including health. We may also process data in order to assist the prevention or detection of crime or the apprehension and prosecution of offenders, for example through use of CCTV.
- **Archiving, scientific or historical research purposes or statistical purposes:** We may process special category data for research as part of our public tasks.

5. Activities we process personal data for

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We will process your data primarily to respond to your enquiry or application. This may include corresponding with you directly via your preferred method of communication or responding to queries you send us via social media channels.

We will utilise cookies and metadata to provide a personalised user experience on our website or other platforms, allowing us to tailor information we think you might be most relevant to you. This may include analysing using online analytics to assess your social media interactions to promote our services to you and with others you interact with on social media.

We may seek your views, including where you chose not to study at Northumbria University, through online questionnaires, invitations to participate in focus groups, telephone or other technology-based surveys.

As an applicant we will process your data to process and evaluate your application including sending you invites to open days and assessment days. This will require us to share information internally between relevant departments or partner organisations for staff to determine whether to offer you a place. We will also use your data to verify your identity, your funding and check to ensure your eligibility to study (Visa and Immigration checks).

We may also use your information for business reporting purposes and to analyse monitor and evaluate our performance and recruitment effectiveness, including tracking enquirer and applicant “journeys” and conversion (to enrolled student) tracking in order to maintain and improve our services.

We may monitor or record phone calls to our admissions clearing line in case we need to resolve queries or issues. Conversations may also be monitored for staff training purposes and to help improve our service. Where applicable, we will notify you and take appropriate measures to ensure that that sensitive data is not recorded.

Photographs may be taken at events for use in marketing materials, including on our website and on social media. Where you are not the subject of the image, i.e. if it is a “group” or “crowd” photograph, we may use such images without requiring your consent, however, where you are the subject of the photograph, you will be asked to provide your explicit consent to use the image.

All communication with you will, where possible, be made via your registered preferred method of communication. E.g. via email, post, telephone, text (SMS), social media. We will contact you in relation to events that we believe are relevant to you based upon your engagement with us and about other matters we think are relevant to your application.

If, at any stage, you are concerned about the content (e.g. unwanted marketing), frequency (too many) or method (change preference) of communications, you can unsubscribe or update your preferences using links provided at the bottom of the relevant correspondence.

6. How personal data is stored securely by Northumbria University

We have implemented appropriate physical, technical, and organisational security measures designed to secure your personal data against accidental loss and unauthorised access, use, alteration, or disclosure. Access to data is limited to University employees, agents, contractors, or third parties that are authorised to work on our behalf, for example where storage solutions and IT systems are outsourced to third party providers. Where processing takes place with an external third party, processing takes place under an appropriate agreement outlining their responsibilities to ensure that processing is compliant with the Data Protection legislation and verified to be secure

Where applicable, any credit/debit card details provided will be stored in full compliance with PCI-DSS requirements.

7. Sharing your Personal Data with Third Parties

Your personal information will only be disclosed to third parties where we have an appropriate lawful basis to do so, which may include the following:

- With third parties who securely process data on our behalf in order to facilitate our relationship with you, such as software service providers providing externally hosted software solutions.
- If you participate in a Widening Participation outreach activity, including the NU Entry Supported Entry Scheme, your data will be stored on the Higher Education Access Tracker (HEAT) database used to monitor and evaluate Outreach and Widening Participation effectiveness. Information about how we process data in relation to this can be found of this [Privacy Notice](#)
- With the Higher Education bodies such as:
 - Universities and Colleges Admissions Service (UCAS), See [Privacy Notice](#)
 - The Higher Education Statistics Agency (HESA) See [Privacy Notice](#)
 - The Office for Students (OfS). See [Privacy Notice](#)
 - Health Education England (HEE). See [Privacy Notice](#)
 - The Education Skills Funding Agency/Learning Record Service See [Privacy Notice](#)
 - The Higher Education Funding Council for England (HEFCE) See [Privacy Notice](#)
 - The UK Research Councils
- **For applicants to some professional programmes** external panel members from the profession are required to sit on interview panels meaning you're your application will be shared with them to facilitate your interview.

- **For London Campus applicants and offer holders**, and QA Pathway students, data will be processed by staff working for our Joint Venture partners QA HE Limited.
- **For Amsterdam Campus applicant and offer holders**, we share limited data with Amsterdam University Applied Science for facilities management (building access and access to services) and VISTRA for the provision of financial services.
- **For Distance Learning applicants and offer holders**, we share data with our data processing partners Pearson for the purpose of their providing support to you via our dedicated Northumbria DL Student Success Team
- For applicants to **other partner educational institutions and organisations** involved in the delivery of our programmes e.g. affiliated colleges, exchange institutions, including those outside of the UK and sometimes the EEA.
- **International agents or appointed representatives** if you are an international applicant and you apply via an International Agent or with specialist 'in country' applicant support
- **Referees** that you have nominated for us to contact as part of your application,
- **Representatives working on our behalf** for the purpose of marketing and promotion of the University and conducting surveys on our behalf.
- **UK Visas and Immigration (UKVI) and Home Office** for compliance with our Tier 4 sponsor licence and all associated immigration regulations and responsibilities
- Where required for your programme, we may share data with the Disclosure and Barring Service checks ([Privacy Notice](#)) and Atlantic Data ([Privacy Notice](#)) for criminal records checks, or with Occupational Health providers
- For Degree Apprenticeship courses, we will share applicant information with your employer (or potential employer) were you have:
 - Not completed the online application form.
 - Been made an offer but chose to decline or have not accepted.
 - Been made a conditional offer, but you do not achieve your offer conditions.
 - Applied for a course that won't be run and we need to discuss this with your employer.
- Applicants information may be shared with awarding bodies, previous academic institutions or national or international verification services to verify qualifications.
- **Student Loans Company** for the administration of your loan See <http://www.slc.co.uk/>
- **Sponsors and funding bodies** (including employers, embassies and other relevant overseas bodies) where there is a requirement to confirm your proposed funding.
- Offer holder personal data will be passed to **Northumbria Students Union** to enable the provision of information regarding Fresher's Week activities and to enable you to access their services prior to your arrival.
- Offer holder personal data may be passed to **placement providers** to ensure that the applications and provisions of your placement can be arranged prior to enrolment.

- Offer holder information for professional degrees may be shared with relevant professional registration bodies.
- External auditors, insurance providers or appointed legal representation in the event of dispute.
- With Social Media Providers so that we can communicate with you, promote tailored advertising to you, to assess your social media interactions to promote our services to you and with others you interact with on social media to inform our advertising campaigns to create look-a-like audiences with the data you provide.
- With internet search engine providers such as Google to inform our advertising campaigns to create look-a-like audiences with the data you provide.
- If you engage with any University services such Sport or accommodation, they will process your data under separate [Privacy Notices](#)
- Any other disclosures that may be required but not listed above will only ever be in accordance with your rights and the requirements of the GDPR.

Information held about you **will not** be disclosed to your parents and/or guardians without your consent, unless your life or health is threatened, in which case if it is judged to be in your “vital interests”, we may contact your emergency contact.

8. Transfers to countries outside of the European Economic Area (EEA)

Some Partner and IT services providers are based in countries outside of the EEA. The university will only transfer data to outside the EEA where satisfied that both the party which handles the data and the country it is processing it in provide adequate safeguards for personal privacy. Where data is shared with third party countries, we ensure that these countries are either approved by the European Commission as having ‘adequate protection’ or ensure that we have put in place ‘appropriate safeguards’ and contracts with these organisations, so as to maintain the security of the data and your rights under relevant Data Protection legislation.

9. How long do we hold personal data?

Personal data is retained for as long as it is required to fulfil the purpose for which it is held and then to fulfil any legal requirements. Details of the retention periods for each type of processing activity is detailed in our retention schedule which is available on our [website here](#). This can be summarised as:

- Enquiry records will be kept for 3 years to support any subsequent application.
- Unsuccessful applicant’s data will be retained for 1 year.
- Successful applicant data will be classed as ‘Student data’ and will be processed in accordance with the [Student Privacy Notice](#)

We may keep data for longer if required to do so for legal reasons, or for limited research for statistical purposes. If we do, we will make sure that your privacy is protected and only use it for those purposes.

10. Your Rights under GDPR

Under the GDPR, you have **a number of rights** in relation to the processing of your personal information, each of which may apply to differing degrees' dependent upon the nature of the processing and the legal basis for it. You have the right to:

- **Be informed as to how we use your data (via this privacy notice)**
- **Request access (a copy) of the personal information that we hold about you.**
- **Correct inaccurate or incomplete data**
- **Request that we stop sending you direct marketing communications.**

In certain circumstances, you may also have the right to:

- **Ask to have certain data 'erased by us.**
- **Request that we restrict certain processing of your personal data.**
- **Request that we provide any data you submitted to us electronically be returned to you or passed to a third party as a data file.**
- **Object to certain processing of your personal data by us**

In order to exercise any of the above rights, please contact the Data Protection Officer. For more information about any of the above please see the **GDPR pages of our website**.

11. Data Protection Officer

The Data Protection Officer (DPO) for Northumbria University can be contacted via email at dp.officer@northumbria.ac.uk or you can call +44 (0)191 243 7357

12. Lodging a Complaint with the Information Commissioners Office (ICO)

If you are dissatisfied with our processing of your data, or a response to a complaint you have made to us about it, you have the right to complain to the ICO.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, and Telephone: 0303 123 1113 (local rate) or 01625 545 745 Email: casework@ico.org.uk

For more information see [Information Commissioner's web site](#).