

STUDENT DATA PRIVACY STATEMENT

Updated: June 2021


BUCKS
STUDENTS' UNION

Student Data Privacy Statement

Introduction

Bucks Students' Union ("we", "our" or "us") promises to respect any personal data you share with us, or that we get from other organisations and keep it safe. We aim to be clear when we collect your data and not to do anything you wouldn't reasonably expect from us.

As a membership organisation, we are constantly trying to develop a better understanding of our members and by using your personal data allows us to make better decisions, communicate more efficiently and, ultimately, to help us fulfil our mission of making life better for students at Bucks.

This privacy statement outlines what personal data is processed by the Union, in relation to its members, the legal basis for processing personal data, storage and retention requirements, and the data subject's rights regarding their data.

Where we collect information, about you, from

We collect information in the following ways:

When you become a member

When you enrol on an accredited course, at Buckinghamshire New University, you automatically become a member of Bucks Students' Union, unless you choose to opt-out at enrolment. Buckinghamshire New University regularly shares information with us which includes data about you and your course. We believe that the legal basis for having access to this information falls under legitimate interests as our activities and services form a core part of your student experience. When the University gives us this data we become responsible for it and will use this as our core central record of your membership.

When you give it to us directly

You may give us your information in order to sign-up to a student group, for one of our events, undertake research, use our Advice Centre, purchase our products, register for volunteering opportunities or communicate with us. When you give us this information we take responsibility for looking after it and we will cross-reference this data against our membership records.

When you give permission to other organisations to share

We may combine information you provide to us with information available from external sources in order to gain a better understanding of our members and to improve our communication methods, products and services.

The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information may come from the following sources:

Third-party organisations

You may have provided permission for a company or other organisation to share your data with third parties, such as the Students' Union. This could be when you buy a product or service, purchase tickets for an event or sign-up for a volunteering opportunity.

Social media

Depending on your settings, or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services. .

Information available publicly

This may include information found in places such as Companies House and information that has been published in articles or newspapers.

When we collect it, as you use our website

Like most websites, we use cookies to help us improve the user experience. Cookies are small text files that are transferred to your computer, phone or tablet and are used to essentially remember you. They make interacting with a website faster and easier, for example by automatically completing your name and address details. More information is available within our [Cookies Statement](#).

When you buy a product from us

To place an order with us online you will need to either login, using your Blackboard account details, or create a guest account. At the point of registration, we will request certain information including your name, delivery address and email address. This information is required to enable us to process your order and notify you of its progress. Should we need to contact you for any reason relating to your order we will use the email address registered to your account or the telephone number you provided. We also ask if you will provide us with your student ID number when you shop instore as a record of the transaction and to enable us to develop the product range we offer to students. For more information, please see the [Consumer Data Privacy Statement](#).

What personal data we collect and how we use it

The type and quantity of information we collect and how we use it depends on why you are providing it.

Our members

If you are one of our members, Buckinghamshire New University provide us with a set of key information you provided at enrolment. The sharing of this information is covered by a data sharing agreement, between the University and Students' Union, that is reviewed on a frequent basis. When you use our services or participate in one of our activities we will use this information to provide the best possible standards of administration and communication.

In addition, when you attend an event, join a student club or society, register for a volunteering opportunity or use one of our services, we may ask for additional information, such as:

- your date of birth to ensure compliance with age-related laws
- information relating to your health, if you are taking part in specific activities
- any disabilities so we can provide assistance, if required.

We will mainly use your data to:

- provide you with the services, products or information you asked for
- administer your membership
- keep a record of your relationship with us

- ensure we know how you prefer to be contacted
- understand how we can improve our services, products or information
- register your membership with any National Governing Bodies (NGB) or other sports-related partnerships.

Building profiles of members and targeting communications

We use profiling and segmented techniques to ensure our communications are relevant and to provide an improved experience for our members. Profiling also allows us to target our resources effectively which members consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who study at the University and helps us to deliver appropriate services and information to members who need it.

When building a profile, we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. Your data will only ever be analysed through demographic reports, which only analyses broad statistics and is non-identifiable.

How we keep your data safe and who has access

Personal data collected and processed by us may be shared with Students' Union employees and, under strictly controlled conditions, the following groups, where necessary:

- Buckinghamshire New University
- voluntary organisations
- sports bodies
- advisors.

When we allow access to your information, we will always have complete control of what they see, what they are allowed to do with it and how long they can see it. We do not sell or share your personal information for other organisations to use.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

Marketing and communications preferences

Membership communications

As a member, we believe that you have a legitimate interest in hearing from us about the products and services we offer, what we're doing to represent you and opportunities that might be of interest to you. Occasionally, we may include information from partner organisations or organisations who support us in these communications.

Direct marketing

As a charity, we need to fundraise to provide the range of services we offer to Buckinghamshire New University students. From time to time, we will send marketing materials, on behalf of external clients, to our members, where you have told us that we can. We do not sell or share personal details to third-parties for the purposes of direct marketing.

Controlling what you want to hear about

We make it easy for you to tell us how you want us to communicate, in a way that suits you. We will mostly communicate by email but there will be clear instructions on how to opt out when we send you information (normally through a link that is included at the bottom of emails). If you don't want to hear from us, that's fine. Just let us know by contacting us on 01494 601 600 or sudataprotection@bucks.ac.uk.

Keeping your information up-to-date

We mostly use the information provided by Buckinghamshire New University to maintain accurate data about you, as described in this statement. We would really appreciate it if you can let us know if your contact details change.

Understanding the detail of our data security measures

When we process your data, we will have already carefully assessed the lawful justification for doing so, the parameters in which the data is processed, the length of time the data is held for, the secure storage of your data and undertaken impact assessments to ensure your rights are delivered.

The Students' Union operates a [Data Protection and Information Security Policy](#) which is supported by a practical handbook for our employees and volunteers. All employees and volunteers handling data are required to undertake general data protection training and third-parties handling data are required to provide a contract which meets the requirements of the Information Commission's Office.

The Students' Union does not store any card data on any of our systems for online transactions. The Union utilises Elavon as the payment processor and our ecommerce platform through SagePay.

Your right to know what data we hold about you, make changes or ask us to stop using your data

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us (eg processing your membership or registering you for an event) we will do so. You can either call us on 01494 601 600 or email sudataprotection@bucks.ac.uk if you have any concerns.

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, you must complete the [Subject Access Request Form](#) with a description of the information you want to see and the required proof of your identity, by post, to Bucks Students' Union, Queen Alexandra Road, High Wycombe, Buckinghamshire, HP11 2JZ. We do not accept these requests by email so we can ensure that we only provide personal data to the right person.

BUCKS STUDENTS' UNION POLICY DOCUMENT



If you have any questions, please send them to sudataprotection@bucks.ac.uk, and for further information see the [Information Commissioner's Office – guidance document](#).

Changes to this statement

We may change this privacy statement from time to time. If we make any significant changes in the way we treat your personal information then we will make this clear on our website or by contacting you directly.

If you have any questions, comments or suggestions, please let us know by contacting sudataprotection@bucks.ac.uk.