

# **Enquirer Privacy Notice**

## **How we use your personal data (for enquirers)**

### **What is Personal Data?**

“Personal data” means any information which relates to or identifies you as an individual.

### **Purpose of this Notice**

This Notice explains how we will collect and use your personal data.

Liverpool Hope University is the Data Controller for personal data that we process about you. The University is registered as a Data Controller with the Information Commissioner’s Office and manages personal data in accordance with the University’s Data Protection Policy.

Throughout this Notice, “University”, “we”, “our” and “us” refers to Liverpool Hope University and “you” and “your” refers to those expressing an interest in becoming a student at the University both prior to and at formal application stage.

Anything you are not clear about please contact our Data Protection Officer who can answer any queries you may have concerning this Notice or in any way that we process your personal data. Our Data Protection Officer’s contact details can be found at the end of this Notice.

This privacy notice explains how we use your data in relation to the enquiry you have made about studying here. If you decide to apply to study at the University, you will be directed to the Applicant Privacy Notice which will explain how your data will be processed during and after the application process. However, we will still continue to process your data as an enquirer, and this privacy notice will continue to be relevant even after you have made an application.

### **Where does the University get your personal data from?**

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, an applicant day, etc.) such as:

- your name and contact details,
- your age/age group,
- your subject(s) of interest,

- 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;
- any parent/guardian contact information you choose to provide;
- 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.

### **What personal data will be processed?**

The University will process your personal data for the following purposes:

- To provide you with relevant information relating to the city of Liverpool 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 at Liverpool Hope University;
- 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 at Liverpool Hope University;
- To tailor our communications and services to you based on your postcode, domicile, achieved and predicted academic qualifications, your subject(s) of interest and your stated hobbies;
- To invite you to attend relevant events both on campus and online (such as Open Days);
- To provide you with information about our visits to your city or country;
- To fulfil and monitor our legal responsibilities, for example, under equalities, immigration and public safety legislation; and
- To compile anonymised 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 Student Development and Well-Being 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.

### **Where personal data will be processed**

Your personal information is created, stored and transmitted securely in a variety of paper and electronic formats, including databases that are shared across the University (such as the main student records database, SITS). Access to your personal information is limited to University staff who have a legitimate interest in it for the purpose of carrying out their contractual duties, and our use of your personal information will not be excessive.

The University will process personal data using a variety of systems. These will include:

- Azorus - the Student Recruitment CRM (Customer Relationship Management) system
- SITS – the Student records system
- STORM – the Student Recruitment telephone enquiry management system
- Central and local (departmental) paper and electronic records (emails, pdf, Word, Access, Excel)

### **What is the purpose and legal basis of the processing?**

We ask for your consent to process your personal data for the purposes set out above, and 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.

We may also use or disclose the information provided for the following statutory or public interest purposes:

### **Who will my 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. 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.

### **Retention of your personal data**

If you do not apply to study with us, any data you provide to us as an enquirer is kept for 1 year after your stated year of entry if you are an undergraduate enquirer and 2 years after your stated year of entry if you are a postgraduate enquirer. Your data is anonymised after this period and deleted 5 years after your stated year of entry.

Any parent/guardian contact details you provide are permanently deleted once your stated year of entry has passed.

If you go on to make an application to Liverpool Hope University, 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.

### **Unwanted communication**

We will from time to time communicate with you in line with what we have set out in this notice. If at any stage you are concerned about the content of these communications, e.g. unwanted marketing information, then:

- please follow any available unsubscribes links or instructions in the communications; or
- contact our Data Protection Officer.

### **Transfers to third party countries**

Sometimes to achieve the purposes for which we are processing your personal data we may need to share your personal data with other organisation based within the European Union or if outside the European Union based in countries that have comparable levels of protection.

When it is necessary to share your data outside of the European Union, we will ensure that there are appropriate safeguards in place.

### **Your rights as a Data Subject**

We thought it would be helpful to set out your rights under GDPR.

You have the right to:

- withdraw consent where that is the legal basis of our processing;
- access your personal data that we process;
- rectify inaccuracies in personal data that we hold about you;
- be forgotten, that is your details to be removed from systems that we use to process your personal data;
- restrict the processing in certain ways;
- obtain a copy of your data in a commonly used electronic form; and
- object to certain processing of your personal data by us.

Please see <https://ico.org.uk/> for further information on the above rights. You may also contact the Data Protection Officer for further information.

You have a right to complain to the Information Commissioner's Office about the way in which we process your personal data. Please see <https://ico.org.uk/>.

### **Concerns and contact details**

If you have any concerns with regard to the way your personal data is being processed or have a query with regard to this Notice, please contact our Data Protection Officer, Laura Gittins at [gittinl@hope.ac.uk](mailto:gittinl@hope.ac.uk).

Our general postal address is Liverpool Hope University, Hope Park, Liverpool, L16 9JD.

Our telephone number is +44 (0)151 2913478.

**Are changes made to this document?**

This Notice was last updated on 4 December 2023. It is reviewed when necessary and at least annually. Any changes will be published here.