**Marketing and Student Recruitment**

**Privacy notice**

At St George’s, University of London, we are committed to protecting and respecting your privacy. When you supply any personal information to St George’s, University of London we have legal obligations towards you in the way we deal with that data. We must collect the information fairly; explain how we will use it and tell you if we want to pass the information on to anyone else. This notice sets out how any personal data you provide us will be processed.

For additional information regarding our services and on how we use cookies please refer to our [Cookie Policy](https://www.sgul.ac.uk/about/cookies-policy).

## **About us**

St George’s, University of London is a higher education institute located in Tooting, South London, and is a member of the University of London. We are the ‘Data Controller’ of the personal data that you provide us with, and we are registered with the Information Commissioner’s Office (ICO) for the purposes of UK data protection legislation, registration number Z5770328.

## **How to contact us**

If you would like more information about how we collect, use and store your personal data, you can contact our university Data Protection Officer at:

**Email**: dataprotection@sgul.ac.uk

**Tel**: 020 8725 0668

**Address**: Data Protection Officer

Information Services

St George’s, University of London

Cranmer Terrace

LONDON

SW17 0RE

## **What information we collect from you and why**

We collect your personal data when you make an enquiry, order a prospectus, book an event, call our enquiries team, sign-up for marketing communications.

The data we collect includes details you provide to us, such as your name, your email, phone number, course preference, and your addresses. We use this data to:

* Create an account on our online enquiry portal
* Respond to your enquiry, fulfil and process your request;
* Process and manage your event booking;
* Provide any additional information relevant to your enquiry about St George’s, University of London;
* Provide you with help and assistance via our enquiries team
* Manage your marketing preferences.

Under the Law, we must have a valid legal basis to process your data. In most instances, we will process your data because we have consent from with you e.g. to process your event booking, or to provide you with other services you have requested. We will also use your personal data to send you relevant communications with information and activities that we believe may be of interest to you where we have a legitimate interest in communicating with you. You can unsubscribe to these communications from us at any time.

If you are an alumnus of the university, you will find information about what data we collect and how we use it is on our [alumni data protection statement page](https://www.sgul.ac.uk/alumni/data-protection-statement).

## **Where we store your information and who we share your information with**

## Your personal data will be processed by St George’s, University of London as the data controllers. We keep your information securely stored where access is restricted to authorised staff only.

We will store your data in our records management system (SITS) on servers based in the UK. If you ask us a question through your portal, this will be sent to the relevant internal team via Microsoft Outlook, and they will respond to your query with an email.

We may also occasionally retain the services of external suppliers to help meet our business needs and may share your data with these suppliers. These suppliers have been selected after a rigorous evaluation process and chosen for their security, reliability and competence. They will process your data only under our instructions. Some of these suppliers may be based in non-EU countries. Where this is the case, the transfer of your personal data to these countries is carried out in compliance with the guarantees provided by law.

Currently the external suppliers we use are:

* **Akero**, to securely store personal data collected by our Course Enquiries team through enquiry forms, emails, and phone.
	+ [Akero privacy policy](https://akerolabs.com/privacy-policy)
* **Eventbrite**, to collect personal details for event registration.
	+ [Eventbrite terms and conditions](https://www.eventbrite.co.uk/l/LegalTerms/)
	+ [Eventbrite privacy policy](https://www.eventbrite.co.uk/privacypolicy/)
* **Mailchimp**, to send outbound email communications.
	+ [Mailchimp privacy policy](https://mailchimp.com/legal/privacy/)
* **Hotjar**, to improve St George’s website experience.
	+ [Hotjar privacy policy](https://www.hotjar.com/legal/policies/privacy/)
* **SurveyMonkey**, to improve St George’s applicant experience.
	+ [SurveyMonkey privacy policy](https://www.surveymonkey.com/mp/legal/privacy-policy/?ut_source=footer)
* **Unibuddy**, to facilitate conversations between Student Ambassadors and prospective students.
	+ [Unibuddy terms and conditions](https://unibuddy.com/privacy-policy/user-terms-and-conditions/)
	+ [Unibuddy privacy policy](https://unibuddy.com/privacy-policy/)
* **LogMeIn (GoToWebinar)**, to collect personal details for webinars and virtual events.
	+ [LogMeIn privacy policy](https://www.logmeininc.com/legal/privacy)

If you register an interest with the University, you will receive marketing communications about the university, our events and courses. Some marketing communications may be delivered through a partner organisation and within any marketing communications, you will be provided with a way to unsubscribe. Any changes you request to how your personal information is processed for the purposes of marketing and/or the provision of service updates will be acted on promptly.

## **How long we keep your information for**

We keep your personal data for a limited period of time in line with our data retention schedule. The specific retention period will vary according to the reason for processing your personal data. After this period, your data will be permanently erased or otherwise irreversibly rendered anonymous, unless the law permits or requires that we retain it for longer. The retention period varies depending on the purpose of the processing. For example, the data provided for making an enquiry is retained for five years, while those data used to send you our marketing communications are retained until you ask to be unsubscribed.

## **What your rights are**

You have a right to access your personal data, to object to the processing of your personal data, to rectify, erase, restrict and port your personal data.

To request a copy of the personal data we hold for you, or to correct or update this data, please contact the University Data Protection Officer using the contact details above.

If you have queries about any of your other rights regarding our use of your personal data, you should contact the University’s Data Protection Officer.

## **How to make a complaint**

If you are unhappy with the way in which your personal data is being processed you may, in the first instance, lodge a complaint with the University Data Protection Officer using the contact details above.

If you continue to have concerns thereafter you have the right to contact the Information Commissioner for a decision. The Information Commissioner can be contacted as below

**Helpline**: 0303 123 1113

**Website**: <https://ico.org.uk/for-the-public/raising-concerns/>

## **Changes to our privacy policy**

Any changes to our privacy policy will be posted on the St George’s website, and where appropriate notified to you by email.

*Page last updated: 12 May 2022*