How we use your information

This privacy notice sets out how the University of Dundee collects, uses and protects any information that you give us during the course of our marketing and recruitment activities.

The personal data we process is used to send you further information about studying at the University of Dundee. This may include sending you a series of emails if you sign up to receive them from one of our advertising campaigns; from our website or at a recruitment event; sending you a printed prospectus if you request one; sending you emails to let you know about relevant events taking place on our campuses or further afield, such as Open Days or Information Events; managing bookings and attendance for Open Days or Information Events; and/or sending texts to remind you about your event booking. We may also send you links to short online surveys by email to ask for your feedback regarding your interactions with us.

Should you become an applicant or student of the University, the personal data you provide may form part of your student record and be subject to the University’s normal terms and conditions. If you do not become an applicant or student of the University, we will anonymise your information in due course and it will be used for internal monitoring and reporting.

We will respect your preferences concerning the ways in which we may contact you. If you wish to update these at any time, please let us know by using the Unsubscribe link in any of our marketing emails, or by emailing contactus@dundee.ac.uk.

Personal data

The personal data we normally process is your first name, surname and email address. If you have requested that we send you a printed prospectus we will also ask you for your postal address. If you book a place on one of our events, such as an open day, we will also ask for your mobile phone number and home address.

Depending on the nature of your enquiry or request, we may also ask you about the academic year in which you hope to start your course, the mode and level of study that you are interested in, which country you are currently in, which courses or subjects you are interested in or which school/college you are currently attending. We ask for this additional information to help us
respond accurately and quickly to any enquiries you have made, to tailor the information we send you about the University or to measure the success of our recruitment and marketing activities.

Most of the personal data we process will have been obtained directly from you, further to your interest in studying at the University.

In some cases we may have obtained your data from a third party provider, such as education-related websites like [www.hotcourses.com](http://www.hotcourses.com), [www.masterstudies.com](http://www.masterstudies.com), [www.studyportals.eu](http://www.studyportals.eu), [www.cappex.com](http://www.cappex.com), overseas representatives (agents) that we work with, or as part of collaborative recruitment activities with other universities. In these cases you will have indicated your interest in the University of Dundee to them and given your permission for them to share your personal data with us for the purpose of sending you information about studying at the University of Dundee.

**Sensitive (special categories) of personal data**

We do not normally hold special categories of personal data for recruitment and marketing purposes. However, we may have such information if you provide it to us directly, for example so we can make appropriate adjustments for a disability at a University event.

**Data controller**

The data controller for your personal information is the University of Dundee. Your data will be processed by the University’s nominated agents such as software or service providers.

In recruitment and marketing activities we use a number of software services and providers, including; Stakeholder Management (to store the details of your enquiry and prospectus request), Marketo and Campaign Monitor (to store your sign-up details from advertising and recruitment activities, send email newsletters), Eventbrite (to manage your event booking) and Blackboard ConnectTxt (to send you an SMS reminder for any events you have booked). You can view their Privacy Policies at the links below.

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<th>Service</th>
<th>Privacy Policy Link</th>
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<tbody>
<tr>
<td>Stakeholder Management</td>
<td><a href="https://www.technologyonecorp.co.uk/privacy-policy">https://www.technologyonecorp.co.uk/privacy-policy</a> and <a href="https://www.technologyonecorp.com/security">https://www.technologyonecorp.com/security</a></td>
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<td>Campaign Monitor</td>
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<td>Blackboard ConnectTxt</td>
<td><a href="https://www.bbconnecttxt.com/preloginjsp/privacy.jsp">https://www.bbconnecttxt.com/preloginjsp/privacy.jsp</a></td>
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In addition, the University uses Microsoft Office 365 as its main productivity and communications software, and Box.com for secure file sharing. These are cloud-based systems and the providers have adopted binding corporate rules to safeguard your data.
**Lawful processing**

The University asserts that it is lawful for it to process your personal data for the purposes detailed above for the performance of tasks carried out in the public interest or in the exercise of official authority vested in the controller.

The University may also process your personal data in this area in compliance with legal obligations to which it is subject.

Where you provide the University with special categories of personal data directly, for example so we can make adjustments for disabilities, that processing is further to obligations placed upon the University in the field of social protection law.

**Your rights**

The University respects your rights and preferences in relation to your data. If you wish to update, access, erase, or limit the use of your information, please let us know by emailing contactus@dundee.ac.uk. Please note that the University will respect your right to prevent your information being used for marketing.

Where you wish to restrict the use of your personal data for the purposes outlined above, please note that we may need to retain some limited data to facilitate this request.

If you wish to complain about the use of your information please email dataprotection@dundee.ac.uk. You may also wish to contact the Information Commissioner’s Office.