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 submitting an application for study at the University of Dundee, the subsequent processing and assessment of your application and, if successful in being offered a place, managing the process of your admission.

Your personal data is used to:

- consider and evaluate your application for study;
- contact you with any questions we may have, to offer you an interview or correspond with you concerning your application;
- engage with you and send you information on the University, the city and the experience of studying here to help you when making your decision on your future studies and place of study;
- book your attendance at any relevant applicant events, such as Applicant Visit Days;
- contact you to request feedback regarding your experience with us as an applicant.

Contact methods include sending you messages by email or SMS or through your social media channels (where you initiate contact with us using them). We will also telephone you where appropriate.

If you are successful in securing a place with the University, your personal data forms the basis of your student record (see separate privacy notice for students). We will use your information to invite you to apply for a place in University accommodation and send you pre-enrolment information from the University. We will also pass your contact information to Dundee University Students’ Association (DUSA) so that they can send you information on the support, facilities and social events available to you from them during your time as a student in Dundee.

If you are unsuccessful in your application, we will retain your data for one full admissions cycle so that if you choose to reapply we can help with that process. We may also retain your data beyond that period, but it is only used for planning and reporting purposes and will not be published or used in a way that identifies or makes decisions about you.
The University makes certain statutory disclosures of information, for example to the Higher Education Statistics Agency (HESA) and the funding councils. Your data will be used for those purposes.

Your data may be provided by you directly, for example during direct application for study or during clearing; by an agent or referee on your behalf; or through an application agency such as UCAS.

**Personal data**

The personal data normally required during application is:

- your identification details such as your full name, date of birth, address, telephone numbers and email address. If you choose to contact us using your social media channels we will also use them to communicate with you;
- information concerning your qualifications, previous educational institutions, employment or other life experiences relevant to your application;
- information from your referees;
- anything you include in your personal statement or provide to the University in support of your application.

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

We may have information concerning any disability you disclosure during your application so that we can make appropriate adjustments. This is not used when assessing your application.

In limited circumstances, for example when applying to professional programmes, information concerning PVG checks or criminal convictions may be required. We will engage with you concerning this data on a case by case basis.

**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.

The University’s student management system is SITS:Vision. Our University accommodation booking software is Room Service®. These are hosted on the University’s servers. SITS:Vision is used throughout the management of applications.

For some email communications we may use services called Campaign Monitor or Marketo. The emails we send will include information related to studying at the University of Dundee, to assist you in making a final decision about where to study. These services offer you an unsubscribe option
with every email. We also use Eventbrite to manage event bookings for some applicant events which we may invite you to attend. Blackboard ConnectTxt is used along with SITS:Vision to send you SMS messages to alert you to important email communications related to your application.

We have Data Processing Agreements with each of these providers. You can view their Privacy Policies at the links below.

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The University uses Microsoft Office 365 as its main productivity and communications software, and Box.com for secure file sharing. Both these systems are provided in the cloud and both providers have adopted binding corporate rules to safeguard your data.

As an applicant you are given a University email address and access to our Microsoft Office 365 environment. We will use this account to communicate with you. We will also give you access to relevant areas within our Virtual Learning Environment – Blackboard through your University login.

Additionally, according to our Cookie Policy, if you accept our recommended cookie settings, we will store anonymous data about your visits to our website. If you have previously given us your personal data through a marketing or recruitment activity, we will match this data to your website visit history (using Marketo). This information helps us to understand what information you are interested in and we will use this to ensure we send you relevant information by email, or deliver website content that you are more likely to be interested in (using Aquia Lift). You can update your cookie settings at any time by clicking the cog in the bottom left corner of your screen when you access our website.

Lawful processing

The lawful grounds for processing personal data for these purposes are normally:

- the data subject has given explicit consent to the processing of those personal data for one or more specified purposes;
- processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- processing is necessary for compliance with a legal obligation to which the controller is subject;
- processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
The lawful grounds for processing special categories of personal data for these purposes are normally:

- the data subject has given explicit consent to the processing of those personal data for one or more specified purposes;
- processing is necessary for the purposes of carrying out the obligations and exercising specific rights of the controller or of the data subject in the field of employment and social security and social protection law;
- processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity;

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.

Document Version Control

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<th>Date</th>
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<tr>
<td>6 March 2019</td>
<td>Updated to reflect use of marketing automation software (Marketo).</td>
<td>Director of External Relations Head of Information Governance</td>
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