

## BU Privacy Notice: Public Events & General Enquiries

Please see the contents list below for the information contained in each section of this Privacy Notice.

In section 4, the main text gives an outline of the processing activity and a symbol to show the legal basis of that processing. For those that wish to have a more detailed understanding of the processing, the paragraphs marked “**More information**” provide further information about how and why the processing is undertaken and a full reference to the legal basis for it.

BU’s **Data Protection Officer** (“DPO”) has oversight over data protection matters within BU. If you have any questions about this Notice, or any queries or comments on the processing described in this Notice, you can contact the DPO on [dpo@bournemouth.ac.uk](mailto:dpo@bournemouth.ac.uk), 01202 962472 or Poole House, Bournemouth University, Fern Barrow, Poole BH12 5BB.

### Privacy Notice Contents

1. Introduction
2. When and how we collect your data
3. How we hold your data
4. How and why we process your data for BU purposes
  - a. Events
  - b. Enquiries
5. Transfer of your data outside the European Economic Area (EEA)
6. Retention: how long will we keep your data for?
7. Your rights as a data subject and how to exercise them
8. Guide to the legal basis of data processing

## 1. Introduction

This Notice is for people who attend or participate in BU events which are open to an audience beyond BU students or to the public, and people raising general enquiries with BU (including people exercising rights under the Freedom of Information or Data Protection legislation). Separate information is provided for enquiries about becoming a student at BU, events aimed solely at those considering studying at BU (such as BU open days) and the admissions process.

In this Notice, "BU" "we", "our" and "us" refers to Bournemouth University Higher Education Corporation.

As a result of your engagement with BU we will hold your "personal data", i.e. information in a form that identifies you as individual [often referred to as "data" in this Notice]

BU is the data controller of the information it collects and processes as described in this Notice. This means that it has the core legal responsibility to safeguard the information and ensure it is processed lawfully. The law is set out in the EU General Data Protection Regulation (called "GDPR") and a new UK law, the Data Protection Act 2018. In particular BU must:

- Take steps to ensure that the data it processes is accurate and up to date;
- Give you clear information about its processing of your data, in one or more Privacy Notices like this one;
- Only process your data for specific purposes described to you in a Privacy Notice, and only share your data with third parties as provided for in a Privacy Notice; and
- Keep your data secure.

Information about your data protection rights as a data subject is set out in section 7 of this Notice.

## 2. When and how we collect your data

We collect and hold information provided by you through enquiry or information request forms, email communications, telephone calls, event booking forms, event evaluation forms and your attendance at events. Further information relating to you is then generated through our responses to your enquiries or bookings.

### 3. How we hold your data

Data relating to your interest in or attendance at an event and data relating to your general enquiries to us and our response is held within our Customer Relationship Management (CRM) system or in other electronic databases or filing facilities within BU's IT systems.

Where you have given consent to be contacted with further information about BU, its events or services, the contact details and information about your interests which you have provided are held within our CRM system or in the form of mailing list spreadsheets in other electronic database or filing facilities within BU's IT systems.

We only share your personal data with third parties as described in the next section, and this never involves selling your data or passing on mailing lists to third parties.

### 4. How and why we process your data for BU purposes




Each section below refers to a different type or purpose of data processing.

The main text gives an outline of the processing activity and a symbol to show the legal basis of that processing. For those that wish to have a more detailed understanding of the processing, the paragraphs marked "**More information**" provide further information about how and why the processing is undertaken and a full reference to the legal basis for it.

#### **(a) Events**

In relation to BU events, we process your data for the purposes of:

- **Administering your booking/attendance and running the event**


This relates to events which BU organises or supports and which are aimed at the public/a general audience. Your data may be transmitted to us through a third-party booking system such as Eventbrite or Ticketsource.   Where we deliver an event on-line, as a participant your personal information may be seen by others involved in the event but (with the exception of speakers/those delivering the event) if you do not wish your information to be visible you can take steps to minimize this processing. Sometimes the data you provide will include information about your health conditions or disabilities, where these affect arrangements for your attendance at an event 


**More information:** The data we process for these purposes is data provided by you. It will include your name, contact details and information about any event you wish to attend. This data is used by the BU staff running the event(s) of interest to you to process your booking and manage the event, and this may include emailing you with booking confirmations, event joining instructions or other information about that event.

Speakers at an event will be given appropriate information in advance about how their personal data will be processed for event publicity, administration and delivery. For on-line events this will include information about which platform will be used, which functionalities will be active and how the event/participation in the event will be managed.


To facilitate efficient booking processes we sometimes use external booking systems such as Eventbrite or Ticketsource to collect your data and administer bookings. Where this is the case, your data will be transmitted through these external systems and the companies providing those systems will give you separate privacy information about how they manage and protect your data while transmitting it. This will include information about whether they will transfer your data outside the European Economic Area in the course of providing their service.

For event attendees, when you attend or view an on-line event (via Zoom, Teams, WebEx or any other on-line platform) your personal data may be visible to others in the participant list automatically created by the platform, through you switching on your camera function and if you use any accompanying chat function. You can minimize the extent to which your identify/personal data is visible to others through switching off your camera and audio functions, using an anonymized participant name/email address and not using the chat function during the event. On request the event organizer can make alternative arrangements for you to submit any questions or request further information.

 Necessary for legitimate interests pursued by BU, i.e. running events to increase awareness of BU's courses and what we do and to share knowledge of interest to the public, and enabling your attendance at such events where you have expressed a wish to/interest in doing so.

 Necessary for the performance of a task carried out in the public interest: it is part of BU's core purpose as a higher education provider to contribute to the knowledge base of its students and staff, in areas related to their study/research interests.

Sometimes we may ask you to let us know of any dietary requirements or preferences to enable us to provide appropriate catering options at an event. Similarly we may ask you whether you have any additional needs with regard to accessing events, and of course we will also respond to any such needs which you notify to us at any point. Where your responses include information about any health conditions or disabilities you have, this means that you will be providing us with special category data which requires additional protection under data protection laws. We will only process this information where you have volunteered it to us and for the purposes of facilitating your access to, and safe attendance at, our events.

 **Consent: you have agreed to this processing**

We will hold your data within our systems for a maximum of two years so that there is a record of your booking and we can respond to any queries about it and manage any issues with event administration. Different retention periods may apply to data held on the systems of third party ticketing providers such as Eventbrite or Ticketsource, but we will be working with them to manage data appropriately in accordance with the data protection legislation.

• **Photographing or filming our in-person events and recording on-line events**

We often take photographs or films at in-person events and record online events that we host.

We take photographs and films at in-person events so that we can use them for marketing purposes which may include public display and distribution of the images. You can ask us not to record and use your image in this way.

We make films or recordings of in-person and online events for a range of purposes. We will let you know when you book an event whether we plan to film/record it, and on request the event organiser can provide you with information about how the recording will be held and used. The personal information of participants may be visible in the recording, but if you do not wish to appear in the recording you can take steps to minimize this processing.



**More information:** If we record images of you at one of our events (in-person or online), these images may be used in one or more of the following ways:

- Prospectuses and other university promotional materials
- As part of an advert or advertisement feature (which includes possible use on outdoor media such as buses and billboards)
- On our website, intranet, or the websites of our partners
- In promotional videos created by the university
- In non-university publications which our marketing team have approved and authorised.

Recordings or films of an in-person or online event may be used for a range of purposes, but these will usually relate to delivery of education or the sharing of knowledge: for example, enabling the event to be viewed by people who could not attend the event or future BU students where it is relevant to their course, or making the recording publicly available either on the BU website or via YouTube. You will be informed if the event is going to be recorded/filmed, and on request the event organizer will provide details of

how the recording will be held and used, including who will be able to view the recording in the future.


If you are attending one of our in-person events and you do not want your image to be used then you can simply ask us not to. Just let the photographer or a member of our staff know. The photographer will then aim not to take any images of you. You are also advised to try yourself to stay out of any shots or footage being taken, as you may appear in the background in error.


If you are attending one of our online events and you do not want to appear in any recording please notify the host, keep your camera and audio off throughout the event and avoid using any chat function during the event (we will do our best to respond to any questions you have through other channels). You may also want to consider using an anonymized participant name/email address if the participant list will be visible in the recording. On request the event organizer can make alternative arrangements for you to submit any questions or request further information.

If BU uses your image as described above and you later decide that you do not wish this to continue, please contact [MCDesign@bournemouth.ac.uk](mailto:MCDesign@bournemouth.ac.uk).


Speakers at an event will be given appropriate information in advance about the capturing and use of images, any plans to film/record the event and how any recording will be held and used.

The period for which we retain personal data in the form of images or within recordings of events will vary depending on the purpose for which we are holding and using them. Information about retention will be available on request from the event organizer


 Necessary for legitimate interests pursued by BU, i.e. increasing awareness of BU's courses and what we do and sharing information of interest to the public.

 Necessary for the performance of a task carried out in the public interest: it is part of BU's core purpose as a higher education provider to contribute to the knowledge base of its students and staff, in areas related to their study/research interests.


- **Statistical analysis about attendance at our events** 

We carry out analysis of attendance at our events. For example, we may analyse the demographic profile of attendees by reference to postcode or age-range information you have given us.  This is to help us ensure that our events are accessible, send appropriate communications about events and work towards increasing participation of particular groups.

**More information:** To carry out this analysis we separate the relevant data fields (e.g. postcode or age range) from the information which identifies you as individuals, and then carry out statistical analysis which does not contain identifiable information. Sometimes we ask a third party organisation (such as the UK Science Festivals Network) to carry out this analysis for us, but we only share non-identifiable information (e.g. postcodes) with them and they are not able to identify individuals from the shared information or the analysis they produce. The extracted data fields and statistical analysis are then held separately from your name and contact details.

 Necessary for legitimate interests pursued by BU, i.e. running events to increase awareness of BU's courses and what we do and to share knowledge of interest to the public, widening participation in such events and fulfilling BU's duties under the Equality Act 2010.


- **With your agreement, sending you information about other events likely to be relevant or of interest to you**

The data we process for these purposes is provided by you, and will include your name, contact details and preferences and information about the nature of events you may be interested in attending. This is used by BU staff to send you information about events which may be of interest to you. 

**More information:** You will have completed a form to confirm your agreement to this type of communication. You may also have been asked to indicate your preferred method(s) of communication and the type of information you wish to receive. We only send you these communications with your agreement and in line with any stated preferences. You can change your preferences or stop these contacts at any time by emailing the unsubscribe contact identified in the event information or by contacting the BU Events team on [buevents@bournemouth.ac.uk](mailto:buevents@bournemouth.ac.uk).

We will hold your contact details and contact preferences information in our systems. Your data will also be processed to carry out general analysis of levels of engagement with our communications, but this analysis will not be used as a basis for individual communications to you.

We will carry out periodic review of our mailing lists. We will usually stop sending you these communications after a certain period (up to five years maximum), when we will deactivate our record of your details within the CRM system.


 **Consent:** you have agreed to this processing

We do not share this data with any third parties except as described above.

## **(b)**      **Enquiries**


Where you raise enquiries with BU, we process your data for the purposes of:


- **Responding to your general enquiries and carrying out analysis of such enquiries received by BU**

The data we process for these purposes is provided by you. It will include your name and contact details and information about your enquiry/the nature of your interest in BU. This data is used by BU staff to respond to your enquiry. 

**More information:** This will include sending you relevant information about BU by email or your alternative preferred method of communication, unless you have made your enquiry by phone and it is answered completely through your phone conversation with our representative.

We will keep details of you and your enquiry for up to a maximum of four years. This is to help us respond more effectively to any further enquiries you make of BU in the future, and to carry out analysis about interest in BU to assist the on-going development of the organisation, its courses and services and its communications.

 Necessary for legitimate interests pursued by BU, i.e. providing information to increase understanding of BU's courses and services amongst potential applicants to BU.


- **With your agreement, sending you further information likely to be relevant or of interest to you based on the nature of a general enquiry you have made with us** 

The data we process for these purposes is provided by you. It will include your name, contact details and preferences, and the content of your original enquiry to BU. This is used either by BU staff to send you information which we think will be of interest to you based on the nature of your original enquiry. This would include information about BU events, services and activities.

**More information:** You will have completed a form to confirm your agreement. You may also have been asked to indicate your preferred method(s) of communication and the type of information you wish to receive. We will only send you these communications with your agreement and in line with your stated preferences. You can change your preferences or stop these contacts at any time by emailing the unsubscribe contact identified in the event information or by contacting the BU Events team on [buevents@bournemouth.ac.uk](mailto:buevents@bournemouth.ac.uk).

We will carry out periodic review of our mailing lists. We will usually stop sending you these communications after a certain period (up to five years maximum), when we deactivate our record of your details within the CRM system.






 Consent: you have agreed to this processing

- **Responding to requests made under the Freedom of Information Act (FOIA) and the Data Protection legislation** 


Where you have made a request to access information or exercise other rights under either the Freedom of Information or Data Protection legislation, we will process the data included in your request as necessary in order to manage, consider and respond to that request in accordance with the legislation, and in order to respond to any follow up communications or complaints from you about our response. This would include sharing information with the Information Commissioner in connection with any relevant complaint or investigation.

**More information:** Our processing will include emailing or writing to you with our response (depending on the method of contact you have used or your stated preference). We will also process your data as necessary to handle any follow-up from you in relation to our initial response or any complaint or referral you make to the Information Commissioner about our handling of our request. We also process this data to oversee and adjust our handling procedures, and for statistical purposes so that we can analyse the number and nature of requests we receive and how we respond to them.

 Necessary for compliance with a legal obligation on BU, i.e. our legal duties to respond to disclosure requests under FOI and requests to exercise data subject rights under the Data Protection legislation (e.g. subject access requests, requests to rectify data, objections to processing).


Where you have made a request to exercise rights under the Data Protection regime, unless we conclude that we do not hold any relevant personal data we will also need to process personal data we already held about you (before receipt of your request) in order to respond appropriately to your request.  This will include processing any special category data or criminal convictions information we hold about you. 

**More information:** This processing will involve identifying and locating the personal data we hold and the purposes for which we hold it. We will collate and review the data if relevant (e.g. where you have made a subject access request), or take any other action to fulfil your rights or those of other individuals. Depending on the rights you wish to exercise, this may include amending or deleting your data, or attaching system flags to limit the further processing we undertake.

 Necessary for compliance with a legal obligation on BU, i.e. our legal duties to respond to disclosure requests under FOI and requests to

## BU Privacy Notice: Public Events & General Enquiries

exercise data subject rights under the Data Protection legislation (e.g. subject access requests, requests to rectify data, objections to processing).

-  Necessary for the purposes of substantial public interest, i.e. compliance with statutory functions/legal obligations under the FOIA and Data Protection legislation

## 5. Transfer of your personal data outside the European Economic Area (EEA)

Data protection laws limit our ability to transfer personal data outside the countries within the EEA (i.e. the countries which are subject to the same or very similar data protection laws). This is to help ensure that a consistent level of data protection applies to your data at all stages of processing, and that you are not exposed to additional privacy risks through the transfer of your data. Transfers of data outside the EEA are only permitted in certain circumstances.

Where we hold your data in our systems as described in this Notice BU will not transfer it outside the EEA unless this is necessary for us to respond directly to a communication received from you, i.e. where you are based outside the EEA. We send these responses on the basis that this processing outside the EEA is for your own purely personal purposes and therefore falls outside the scope of the Data Protection legislation.

As explained above, third party providers of event booking systems will separately inform you of any outside EEA transfers they make in the course of providing their service.

## 6. Retention: how long will we keep your data for?

We have given information in section 4 about the length of time for which we will keep your personal data in connection with some categories of processing/data. BU is undertaking a review of its retention policies and future versions of this Notice may contain amended retention periods (these are unlikely to be longer than the periods specified in section 4). Section 7 of this Notice contains information about your “right to be forgotten” (rights to erasure of your personal data) and how you can exercise them.

## 7. Your rights as a data subject and how to exercise them

Under the data protection laws you have a number of rights in relation to our processing of your data. In summary these are:

- Right to request access to your data as processed by BU and information about that processing [“subject access request”]
- Right to rectify any inaccuracies in your data
- Right to request erasure of your data from our systems and files
- Right to place restrictions on our processing of your data

- Right to object to our processing of your data
- Right to data portability: where we are processing data that you have provided to us, on the basis of consent or as necessary for the performance of a contract between us, you have the right to ask us to provide your data in an appropriate format to you or to another controller.

Most of these rights are subject to some exceptions or exemptions, depending on the purposes for which data is being processed.

If you have any questions or concerns about our processing of your data, please contact the **BU Data Protection Officer (DPO)**:

**Email:** [dpo@bournemouth.ac.uk](mailto:dpo@bournemouth.ac.uk)

**Telephone:** 01202 962472

**Address:** Poole House, Bournemouth University, Fern Barrow, Poole BH12 5BB

If you would like to exercise any of your rights as outlined above, you can contact the DPO as above or visit the Data Protection page on our website [*link*] to access the relevant forms.

We will always aim to respond clearly and fully to any concerns you have about our processing and requests to exercise the rights set out above. However, as a data subject if you have concerns about our data processing or consider that we have failed to comply with the data protection legislation then you have the right to lodge a complaint with the data protection regulator, the Information Commissioner:

Online reporting: <https://ico.org.uk/concerns/>

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

Tel: 0303 123 1113

Post:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow


Cheshire SK9 5AF


## BU Privacy Notice: Public Events & General Enquiries


### 8. Guide to the legal basis for processing of your data

BU is using colour coding to provide a quick, easily-accessible indication of the legal basis for processing. This box explains how the colour coding in this Notice links to relevant conditions set out in the GDPR: references to Articles are to the relevant provisions within the GDPR. The conditions listed here are those which BU is relying on in relation to the processing covered by this Notice and may not be a complete list of all available conditions under the data protection legislation.

#### Conditions of processing for any personal data


 Consent: this means that you have agreed that we can use your data for this specific purpose. You are able to withdraw your consent at any time. Consent can be withdrawn by contacting *[insert]* or, where you have received a separate privacy notice specific to your consent, by using the contact details in that notice. [Art 6.1(a)]


 Necessary for legitimate interests pursued by BU or another organisation, where BU has determined that the processing represents an appropriate balance between its aims and your interests, rights and freedoms as a data subject. [Where this applies, we will identify the purpose we are pursuing] [Art 6.1(f)]

 Necessary for compliance with a legal obligation on BU: we will identify the relevant obligation [Art 6.1(c)]

#### Additional conditions of processing for special category data

An additional condition must apply if we are processing any information about your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health or disability or your sex life or sexual orientation. These are referred to as “special categories” of data in the data protection legislation.

 Explicit consent: this means that you have explicitly agreed that we can use your personal data for this specific purpose. You are able to withdraw your consent at any time. Consent can be withdrawn by contacting *[insert]* [Art 9.2(a)]

 Necessary for the purposes of substantial public interest. [Where this applies, we will identify the relevant public interest] [Art 9.2(g)]