

University for the Creative Arts – Student Data Protection Privacy Notice

The University for the Creative Arts takes its obligations with regard to data protection seriously. As such, we are providing this notice (“**Privacy Notice**”) to you so that you have information about how we collect and use your Personal Data (as defined below) in accordance with applicable data protection law, including the General Data Protection Regulation 2016/679 (“GDPR”). Please read this Privacy Notice, as it contains important information of which you should be aware.

For the purposes of this Privacy Notice, “UCA Student” (“you” or “your”) means an individual [who is an admitted student at the University for the Creative Arts] and “UCA” (“we”, “us” or “our”) means the University for the Creative Arts.

UCA is the data controller with regard to the processing of your Personal Data. The data controller is the entity that determines how and why Personal Data is processed.

In addition to the functions described in this notice, the University may also maintain other policies from time to time, dealing with specific areas of your studies, such as the University’s Data Protection Policy and Procedures and the [Student Regulations](#). These policies are available on the University’s Website and will be notified to you as necessary to comply with relevant data privacy laws.

This Privacy Notice does not form part of any contract with us to provide goods or services to you.

This policy applies only to Personal Data processed by or on behalf of UCA. Where our website contains links to other sites, we have no influence on whether or not they comply with data protection law. You should check their own privacy policies before providing them with personal information.

1. What do we collect and process?

In order for UCA to manage its relationship with its students, it is necessary for us to process Personal Data about you.

The term “**process**” means *any* action taken, with or without the help of electronic means, in connection with Personal Data, including collection, handling, use, transfer and disclosure by transmission, dissemination or otherwise making available, as well as recording, organisation, storage, retention, adaptation or alteration, access, retrieval, consultation, alignment or combination, blocking, anonymising, erasure, disposal or destruction.

“**Personal Data**” is information which (either on its own or in combination with other information UCA holds) allows UCA to identify, and manage our relationship with, a UCA Student.

The Personal Data which we process may include the following:

- Name and (home and/or contact) address
- Contact information (including telephone number and email address)
- Title
- Age and date of birth
- Gender
- Photograph(s) of you
- Place of birth, nationality, area of residence and citizenship status
- Passport and visa details
- Financial Information, including details of any student funding and any outstanding debts owed to UCA
- Bank account, payment card details and billing address
- Actual or suspected criminal offence or conviction information
- Name and contact details of parents, proxies or advisers
- Information about your health and/or disabilities
- Racial or ethnic origin
- Religious or philosophical beliefs
- Data concerning your sex life or sexual orientation
- References
- Details of your appraisals, education and academic results, including English language ability information
- Details of parents’ education and occupations
- Details of parents’ /guardians’/partners’ income
- Details of courses taken/being taken and your campus
- Work submitted through Turnitin plagiarism detection software
- Disciplinary information
- Your hobbies and interests
- Your dietary requirements
- Your subject and other interests, preferences, feedback and survey responses
- Details of your status as Looked After Child; as a Care Leaver or as an Estranged Student

- Personal Data provided voluntarily by you
- the Personal Data contained in any other communication you make, or authorise to make with us, or which is made on your behalf
- Anonymised demographic information

Personal Data will primarily be collected from you directly. However, some Personal Data may, where lawful to do so, be collected by UCA from third parties (including third party benefit or facility providers, other students, family members, government agencies, tax or law enforcement agencies, reference and vetting service providers, Student Finance, agents you appoint or publically available information about you (e.g. social networking sites). We will only accept and use information about you from reputable organisations who have either obtained your permission to share your information with us or who have collated information about you from publicly available sources.

Please note that you are under no obligation to provide UCA with your Personal Data. However, not providing some of the Personal Data described above could prevent UCA from performing its obligations to you and prevent you receiving related services received from us.

2. Why and for what purpose do we process your Personal Data and what is our lawful basis for doing so?

Please note: this list below may be updated from time to time and we will provide notice as and when such updates are made.

Personal Information	Basis of Processing	Purposes of Processing
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Contact information (including telephone number and email address) • Bank account, payment card details and billing address • Financial Information, including details of student funding and any outstanding debts owed to UCA • Age and date of birth • Gender • Name and contact details of parents, proxies or advisers 	Processing that is necessary to perform a contract or when taking steps in connection with a contract with you.	<ul style="list-style-type: none"> (a) to help us identify you (b) to establish, maintain and support the student relationship with you and to perform related functions (c) to process your payment(s) of tuition fees and other payments to us
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Contact information (Including telephone number and email address) • Information about your health and/or disabilities • Personal Data provided voluntarily by you • Bank account, payment card details and billing address • Financial Information, including details of student funding and any outstanding debts owed to UCA • Age and date of birth • Gender • Name and contact details of parents, proxies or advisers 	Where necessary, processing based on your freely given, specific, informed and unambiguous consent	<ul style="list-style-type: none"> (a) to help us identify you (b) to deal with any additional queries or needs you may have (including necessary accommodations for health-related issues) (c) student welfare/pastoral care (d) provision of health, disability and well-being services (e) provision of careers and financial advice (f) in an emergency (e.g. serious injury or illness) (g) to administer student loans/funding (h) to administer bursary and/or hardship funding

<ul style="list-style-type: none"> • Details of parents', guardian or partner's income • Information on dependents, if applicable • Your status as a Looked After Child, Care Leaver or estranged student • Personal data provided voluntarily by you • Your attendance and attainment • Passport details 		<ul style="list-style-type: none"> (i) to send marketing information and surveys to you by email, post and text (j) to keep you updated on UCA courses and services which may be of interest or relevance to you (k) to use your Personal Data for our own marketing activities (l) to organise study and/or field trips
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Contact information (including telephone number and email address) • Financial Information, including details of student funding and any outstanding debts owed to UCA • Place of birth, nationality, area of residence and citizenship status • Passport and visa details • Information about health, disabilities and/or special needs • Actual or suspected criminal offence and conviction information 	<p>Processing that is necessary to comply with a legal obligation to which we as the data controller are subject (other than a contractual obligation)</p>	<ul style="list-style-type: none"> (a) to help us identify you (b) to carry out checks to establish eligibility to receive educational services and financial support (c) to establish residency, eligibility for services and/or visa status (d) to comply with mandatory tax reporting to HMRC (e) upon lawful request by government authorities, law enforcement and regulatory authorities (f) for the provision of information to the Higher Education Statistics Agency (HESA) (g) to comply with applicable laws relating to health and safety (h) to comply with any other applicable laws
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Information about your health and/or disabilities • Name and contact details of parents, proxies, guardians or advisers • Results of your studies at the University 	<p>Necessary to protect the vital interests of the data subject or of another natural person</p>	<ul style="list-style-type: none"> (a) to help us identify you (b) in a medical emergency (c) in the case of serious concern for, or immediate risk to, the health, well-being or safety of you or another individual (d) to be able to provide confirmation of your results or to provide you with a reference
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Gender • Photograph(s) of you • References 	<p>Necessary for the performance of a task carried out in the public interest</p>	<ul style="list-style-type: none"> (a) for the promotion and advancement of higher education (b) for equal opportunity monitoring

<ul style="list-style-type: none"> • Details of your appraisals, education and academic results, including English language ability information • Details of courses taken/being taken and your campus • Work submitted through Turnitin plagiarism detection software • Disciplinary information • Details of parents' education and occupations • Details of your status as Looked After Child, Care Leaver or Estranged Student • Your interests, preferences, feedback and survey responses • Personal Data provided voluntarily by you • the Personal Data contained in any other communication you make, or authorise to make, with us, or which is made on your behalf • Racial or ethnic origin • Religious or philosophical beliefs • Data concerning your sex life or sexual orientation • Actual or suspected criminal offence and conviction information • Anonymised demographic information 		<p>(c) to protect the rights, property or safety of UCA, its employees, agents and/or others</p> <p>(d) for the prevention and detection of crime</p>
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Personal Data – Legitimate Interests

Personal Information	Basis of Processing	Purpose of Processing	Balancing Test
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Gender • Photograph(s) of you • References • Details of your appraisals, education and academic results • Details of courses taken/being taken and your campus • Work submitted through Turnitin plagiarism detection software 	<p>Processing that is necessary for our own legitimate interests [or those of third parties] provided these are not overridden by your interests and fundamental rights and freedoms</p>	<p>(a) to help us identify you</p> <p>(b) to establish, maintain and support the student relationship with you and to perform related functions</p> <p>(c) to include your name and degree in graduation brochures</p> <p>(d) to respond to and/or deal with requests, enquiries or complaints</p> <p>(e) for managing our business</p> <p>(f) for debt collection</p> <p>(g) for marketing purposes</p> <p>(h) in response to legal process</p>	<p>In respect of purposes (a), (d), (e), (f) and (m), the specific legitimate interest pursued is the efficient, cost-efficient and profitable management of our business.</p> <p>In respect of purposes (b) and (c), the specific legitimate interest pursued is the promotion and advancement of UCA's relationship with its students</p> <p>In respect of purposes (a), (g), (l), (n) and (o), the specific legitimate interest</p>

<ul style="list-style-type: none"> • Disciplinary information • Name and contact details of parents, proxies or advisers • Details of parents' education and occupations • Your hobbies and interests • Your dietary requirements • Your subject and other interests, preferences, feedback and survey responses • Actual or suspected criminal offence and/or conviction information • Personal Data provided voluntarily by you • the Personal Data contained in any other communication you make, or authorise to make, to us, or which is made on your behalf 		<ul style="list-style-type: none"> (i) to enforce UCA's agreements and policies (j) to protect the rights, property or safety of UCA, its employees, agents and/or others (k) for the prevention and detection of crime (l) for statistical purposes (m) for improving and changing our services and processes (n) to convert your Personal Data into statistical or aggregated data in such a way as to ensure that you are not identified or identifiable from that data. We may use this aggregated data to conduct research and analysis, including to produce statistical research and reports. We may share such anonymous aggregated data with third parties. Aggregated and anonymous information does not personally identify you and is therefore not Personal Data (o) for the purposes of profiling (p) To deliver services to you such as car-sharing arrangements 	<p>pursued is the analysis, monitoring, development, marketing and promotion of our services.</p> <p>In respect of purposes (a), (h), (i), (j) and (k), the specific legitimate interest pursued is for the protection and enforcement of our legal rights and the defence of legal claims.</p> <p>We have conducted a balancing test in relation to these interests, and have determined that our interests are legitimate for, and proportionate to, the purposes used and aims pursued and are not overridden by your interests or fundamental rights and freedoms to the privacy of your Personal Data and to not have such information processed by us.</p>
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Special Categories of Personal Data

In addition to the bases of processing and purposes of processing set out above, in respect of special categories of personal data, we have the additional bases and purposes of processing:

Personal Information	Basis of Processing	Purposes of Processing
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Racial or ethnic origin • Religious or philosophical beliefs 	<p>Processing is necessary for reasons of substantial public interest</p>	<ul style="list-style-type: none"> (a) to help us identify you (b) for equal opportunity monitoring (c) to carry out criminal background checks

<ul style="list-style-type: none"> • Data concerning your sex life or sexual orientation • Actual or suspected criminal offence and/or conviction information • Information about your health and/or disabilities 		<p>(d) to protect the rights, property and safety of UCA, its employees, students, agents and/or others</p> <p>(e) to comply with applicable law relating to health and safety</p>
<ul style="list-style-type: none"> • Name and (home and/or contact) address • Title • Information about your health and/or disabilities 	<p>Your explicit consent</p> <p>Processing is necessary to protect the vital interests of the data subject or of another natural person where the data subject is physically or legally incapable of giving consent</p>	<p>(a) to help us identify you</p> <p>(b) to deal with any additional queries or needs you may have (including necessary accommodations for health-related issues)</p> <p>(c) student welfare/pastoral care</p> <p>(d) provision of health and well-being services</p> <p>(e) to provide any related services and support required</p> <p>(f) in a medical emergency</p> <p>(g) in the case of serious concern for, or immediate risk to, the health, well-being or safety of you or another individual</p>

We cannot administer our relationship with you without some of your personal data listed above. Where we don't need your personal data, we will not ask for it.

3. To whom will your Personal Data be disclosed?

Personal Data may be shared and transferred from us to:

- (a) the Student Loans Company;
- (b) Higher Education Statistics Agency ("HESA")
- (c) Local Authorities;
- (d) Police and Social Services;
- (e) the Home Office;
- (f) your referees;
- (g) your proxies and/or emergency services;
- (h) Students' Union
- (i) JISC Plagiarism Detection Service;
- (j) Turnitin;
- (k) internal and external auditors;
- (l) our insurers
- (m) government agencies;
- (n) other universities or institutes of higher education [in the United Kingdom] [to which you have applied];
- (o) potential employers (including work placement employers); and/or,
- (p) third parties that are performing services under contract for UCA, such as teaching staff agency workers, international admissions agents, debt recovery agencies, market survey companies, student union electoral service providers, IT hosting agencies and virtual learning environment and online tool providers.

for the purposes noted above, or for such other purposes as are notified by UCA to you from time to time.

Where any third party processes your personal data on our behalf (as our processor), we will make sure that they have appropriate security standards in place to make sure your Personal Data is protected and we will enter into a written contract imposing appropriate security standards on them.

Parents, family members and guardians are considered to be third parties and your personal data will not be disclosed to them unless consent is received from you or it is otherwise lawfully justified to make such a disclosure under the GDPR and in accordance with the University's Data Protection Policy and Procedures. During enrolment we

encourage you to give the University details of a named person, for example a parent or guardian to whom we have your permission to disclose relevant information about your studies at the University (attendance, fees, charges or debts, for example).

If any disclosures of personal data made by UCA require your personal data to be transferred outside the European Economic Area, we will only make that transfer if:

- (a) the country to which the personal data is to be transferred ensures an adequate level of protection for personal data;
- (b) we have put in place appropriate safeguards to protect your personal data, such as an appropriate contract with the recipient;
- (c) the transfer is necessary for one of the reasons specified in data protection legislation, such as the performance of a contract between us and you; or,
- (d) you explicitly consent to the transfer.

4. Security of your Personal Data

As stated above, UCA takes the protection of your Personal Data seriously and we have implemented technical, physical and organisational measures to ensure the Personal Data of UCA Students is kept accurate, up to date and protected against unauthorised or accidental destruction, alteration or disclosure, accidental loss, unauthorised access, misuse, unlawful processing and/or damage.

5. Data Retention

UCA will retain your Personal Data only for such period as is necessary to perform the purpose(s) for which it was collected. In many cases this means that Personal Data will be retained for the duration of your time as a student with us, and then for a reasonable time thereafter in order to manage our relationship with you, defend any claims, and/or for any other record keeping purposes. This period is typically a period of not less than six years after your last year of enrolment, save that your name and examination results only are kept in perpetuity for record-keeping purposes.

6. Your Rights

You can withdraw your consent or object to receiving marketing at any time by contacting us using any of the contact details provided below.

We offer the following rights to you in respect of your Personal Data:

1. You can request access to, or copies of, the Personal Data that we hold about you. If you would like to exercise this right, please contact us using any of the contact details given below.
2. If you believe that any information we have about you is incorrect or incomplete, please contact us using any of the contact details given below as soon as possible. We will take steps to seek to correct or update any information if we are satisfied that the information we hold is inaccurate;
3. You can request that your Personal Data be deleted, where it is no longer necessary for the purposes for which it is being processed and provided there is no other lawful basis for which we may continue to process such information;
4. If we are processing your Personal Data to meet our legitimate interests or in the performance of a task carried out in the public interest, you can object to the processing of your personal information by us. If we are unable to demonstrate our legitimate grounds for that processing, we will no longer process your personal information for those purposes;
5. You can withdraw any consent given to processing (this will not affect the lawfulness of processing based on consent before its withdrawal); or,
6. You have an additional right of data portability where the Personal Data we use is processed automatically based on your consent or for the purposes of performing our contract with you. You can ask us to provide your Personal Data in a structured, commonly used and machine-readable format to you or to a third party, as instructed by you.
7. You can request that we restrict the processing of your Personal Data in certain circumstances when required by law; and,

8. In certain circumstances, you have the right to object to our processing of your personal data where the processing is for the purposes of automated decision-making, including profiling.

If you would like to exercise any of your rights as described above (or if you have any questions about this Privacy Notice or concerns about our dealings with your Personal Data), please contact the Data Protection Officer at:

Telephone Number: 01252 892603
Email address: dpo@uca.ac.uk
Address: University for the
Creative Arts
Falkner Road
Farnham
Surrey
GU9 7HB

We will try to resolve any concerns you may have. However, if you consider that we are in breach of our obligations under data protection laws, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence or place of work. In the U.K., you may lodge a complaint with the Information Commissioner's Office (<https://ico.org.uk/global/contact-us/>).

7. Updates to this Privacy Notice

UCA may change this Privacy Notice from time to time in order to reflect changes in the law and/or its privacy practices. When this happens and where UCA is required to do so by law, it will provide you with a new and/or updated Privacy Notice detailing how the use of your Personal Data is changing and, if necessary, obtaining your consent for the further Processing, as may be applicable.

Policy last updated: 22 May 2018