

Widening Participation and Outreach Privacy Notice

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Approved by	Chief People and Legal Officer
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This notice is available in accessible formats on request from the Data Protection team. Please contact: DPA@lsbu.ac.uk

1. Purpose of this Notice

This Privacy Notice explains how we process your personal data when you participate in the range of widening participation and outreach activities that are offered through different departments and schools at LSBU. Through these activities, LSBU aims to raise aspirations and attainment of students as well as provide information and guidance to help them make informed decisions about their future education.

London South Bank University (LSBU, We, our, us) is registered as a data controller with the Information Commissioner's Office, our data controller registration is Z6533032 and our registration can be viewed at [Information Commissioner's Office - Register of data protection fee payers - Entry details \(ico.org.uk\)](https://ico.org.uk/registration/details/Z6533032)

Details of how the University complies with Data Protection Law UK General Data Protection Regulation ('UK GDPR') (as implemented by the Data Protection Act 2018), and the EU General Data Protection Regulation 2016/679, and other applicable law about the processing of personal data and privacy) are set out in the Data Protection Policy which is available at [Data Protection | London South Bank University](#)

"Personal data" refers to information relating to you, for example your name, date of birth, sex, or email address. It can also include "special category" data, which includes for instance, information about your racial or ethnic origin or physical or mental health, the processing of which is subject to strict requirements. **"Processing"** means any operation which we carry out on your personal data e.g., obtaining, storing, transferring, deleting.

2. Your Personal data

Categories of personal data we may hold for you include:

- Personal and contact details such as name, date of birth, email, post code, sex, or gender.
- Other criteria such as eligibility for Free School Meals, or pupil premium.
- Special category data such as ethnicity, disability, if you are care experienced, a young carer or are estranged from your family or if you identify as part of Gypsy, Roma, or Irish Traveller Communities.
- Communications, engagements, and interactions between LSBU and you and/or with your parents or supporters in relation to outreach, recruitment, and marketing activities.

3. Purpose and legal basis for processing your data

We only process data for specified purposes and if it is justified in accordance with Data Protection Law. We process data to comply with our legal obligation to provide activities that support access to Higher Education and to monitor and evaluate the impact of these activities on students.

When processing personal data of individuals under 18 years of age, we will identify the risks and consequences of the processing and put age-appropriate safeguards in place.

Personal data is collected based on the lawful base allowed by the UK GDPR in the **public interest** -Article 6 (1)(e)¹. Collection of special category data has further basis for processing for reasons of **substantial public interest** -Article 9(2)(g)² for equality of opportunity treatment. Finally, Widening Participation and Outreach activities funded with OfS resources supporting access activities rely upon **Legitimate Interest** as the legal base.

4. Where will your data be stored?

Your personal data is held securely on LSBU's CRM Salesforce and digital engagement platforms such as Gecko which is used by the Student Recruitment and Outreach team and by the Outreach Leads of LSBU schools. Additionally, we use the Higher Education Access Tracker (HEAT), a national secure non-profit that provides a monitoring and evaluation service for member institutions engaged in Widening Participation and Outreach. HEAT negotiates access to educational data to capture performance at key educational milestones KS2, KS4 and KS5 and if WP students' progress to Higher Education, including institutions, subjects, degrees, continuation, and awards. You can access [HEAT Privacy Notice here](#).

5. Who do we share your information with?

Data stored in HEAT is shared with different bodies such as The Department for Education, the Office of Students, the Universities and Colleges Admissions Service as explained in their Privacy Notice. The only purpose of sharing personal information is for monitoring and evaluation purposes. Data stored in any other LSBU's CRM and digital engagement platforms might be shared internally exclusively for monitoring and evaluation purposes and will be treated as confidential. When possible, this data will be anonymised before being shared. LSBU would not share personal data with third parties unless you have been informed of the reasons for doing so and you have given explicit consent.

6. Retention of data

For the data stored in HEAT, we abide by their retention policy of 15 years from the year you are ready to enter Higher Education, unless you have withdrawn your permission to be included in outreach participant research. For any other data collected by LSBU departments offering outreach activities and who use different platforms from the HEAT database, the length of time for keeping this data will be ten years.

7. What are your rights as a data subject?

The UK GDPR gives you certain rights:

- a) The right to access – you can ask us for a copy of your personal information by making a subject access request.
- b) The right to be informed – we will inform you how we are using and storing your personal information.
- c) The right to rectification – if you think the personal information we hold about you is not right you can ask us to correct it.
- d) The right to erasure – you can ask us to delete your information and, if we are able to, we will do so.

¹ UK GDPR Lawfulness of processing: [Article 6](#)

² Processing of special categories of personal data: [Article 9](#)

e) The right to restrict processing – you may want to stop us from using your information for some purposes.

g) The right to object – If you are concerned about how we are using your information tell us.

f) The right to information portability – as well as being able to ask for a copy of your information you can ask for it to be in a format that makes it accessible if you wish to share it with others.

h) Rights in relation to automated decision making and profiling – if you think that we have made a decision about you automatically (by, for example a machine or computer) you can ask for the decision to be reviewed by a living person. These rights are not absolute. Whilst you can ask for certain things to happen, there may be reasons why we cannot comply. For example, we may have to keep information that you would like deleted for legal reasons.

For more detailed information about your individual rights please refer to the [Information Commissioners Office](#).

8. Who can you contact about your information?

For any other queries about this privacy notice or how we process your personal data you can contact our Data Protection Officer: London South Bank University, 103 Borough Road, London, SE1 0AA.

Email address: dpa@lsbu.ac.uk

You have the right to complain to the Information Commissioner's office (ICO) about the way in which we process your personal data. You can make a complaint to the Information Commissioner on the ICO's website [ICO's website/make a complaint](#)