

Prospective Student, including at Outreach Events, and Third Party Stakeholders - Privacy Notice

Prospective students ('prospects') are individuals who are interested in becoming a University of Greenwich student, but who have not yet applied to the University. They may also be attendees at an outreach event.

This Privacy Notice also applies to third party stakeholders of prospective students. These are individuals who influence prospective students, for example parents, guardians, family or friends of a prospective student, teachers or staff at schools, colleges or community groups, agents or sponsors who have a work-related relationship with the University.

We are committed to protecting the privacy and security of your personal information. In relation to your enquiry to the University, we process the data that you provide to us, and this may include the following:

- Name, contact details, date of birth
- Nationality details
- School or college details
- Correspondence
- Surveys and feedback
- Event registration and attendance
- Emergency contact data
- Ethnicity
- Disability
- Care leaver information
- Subject area of interest

In the case of prospective students, sometimes this may be provided to us by third party stakeholders.

In the case of third party stakeholders, the data about the stakeholder may include the following:

- Name, business details, contact details
- Financial information of agents
- Correspondence
- Surveys and feedback
- Event registration and attendance

We keep prospect data on our Customer Relationship Management (CRM) database for five years after the end of the current academic year in which your enquiry was made. We keep third party stakeholder data for a maximum of three years after the end of our relationship. We keep data collected at outreach events for 15 years – this is because we share this data with the Higher Education Access Tracker (HEAT), who store and analyse your data over a 15 year period. Keeping your data enables us to measure the impact of our outreach work over a long period of time, to understand the number and percentage of our outreach participants who entered into higher education, and then following completion of their degree, progressed into highly skilled employment or further study.

Retention periods are based on our retention schedules, and you can request a copy of the relevant schedule. If you are a prospective student in our database and make an application to us, we will use the data you provide to match your prospective student record with your application record. If you become an applicant to the University, the [Student Applicant Privacy Notice](#) will apply from that point.

We process personal data about you for the following reasons:

- Administration and management of your enquiry, including adding you to our database
- Providing communications relevant to becoming a University of Greenwich student
- Event administration and management
- Analysis about prospective student data and statistics
- Administration of payment to agents
- To know the demographics of outreach participants who partake in the University's outreach work
- To be able to report back aggregated data and analysis to the Office for Students on the University's outreach work
- To improve the participation of under-represented groups in higher education, through the evaluation and review of outreach interventions
- To know what number of outreach participants progressed onto a higher education qualification
- To know the progression outcomes of outreach participants, following completion of their degree

We rely on the following legal bases for processing the data: public task (core or key tasks of universities as a public authority) and compliance with a legal obligation. For processing your sensitive personal data (ethnicity and disability) we rely on the following legal bases: archiving, scientific or historical research, and substantial public interest (please refer to our [Appropriate Policy Document for Prospective Students](#)).

You can find out more information about this by looking at our [Data Processing Activities Register](#). For information about how we may communicate with you, see our [Methods of Communication](#) information. Through our [online form](#) you can choose how we contact you.

Relevant University of Greenwich employees will have access to your data for the purposes outlined above. We may share data about you in some instances with third parties, for

instance contractors who are processing personal data on our behalf under contracts compliant with Data Protection legislation, and UCAS. For outreach data in particular:

- Higher Education Access Tracker (HEAT), who provide a tracking and monitoring service for us. This service is supplied by the University of Kent, it enables us to track the progression of outreach participants into higher education, their attainment in higher education, plus their progression into skilled employment or further post graduate study.

HEAT Data Protection Policy and Privacy Notice available at <https://heat.ac.uk/data-privacy-participants/>.

HESA privacy notice is available at <https://www.hesa.ac.uk/about/regulation/data-protection/notices#linkg>

- Kent and Medway Progression Federation (KMPF), this is a collaborative outreach project between the following educational organisations: the University of Greenwich; University of Kent; Canterbury Christ Church University; University for the Creative Arts; Canterbury College; East Kent College Group; Laser Learning Awards; Mid Kent College; Higher Education Access Tracker and Switch. The purpose of the group is to widen participation in higher education for under-represented groups. The KMPF have core staff who facilitate the delivery of outreach on behalf of the partners.

In 2016 all of the partners in the KMPF successfully bid for external funding to deliver the Uni Connect Programme (formerly known as National Collaborative Outreach Programme)¹ in Kent and Medway, and the project is known as the Kent & Medway Collaborative Outreach Programme (KaMCOP), which runs alongside KMPF work. As some prospective students engage in outreach interventions with different partners of the KaMCOP project, the KMPF team have been commissioned to review the data from each partner to avoid double counting, and create a reporting format to show the average number of times students have engaged with KaMCOP interventions. The outputs from this data will enable KaMCOP to report back to the Office for Students who fund the project.

If you are interested in a subject area offered by one of our [partner institutions](#) the University may share your data with them so they can contact you about the programmes available. If you are an international prospective student or applicant, the University may share your data with one of our representatives in your [country](#) so they can contact you with further information about studying at Greenwich.

You have rights as a Data Subject. You can see more information about those rights [on our website](#).

To contact Peter Garrod, the University of Greenwich's Data Protection Officer and University Secretary, email: compliance@gre.ac.uk.

Version 15/04/21, Vice-Chancellor's Office

¹ [Uni Connect - Office for Students](#)