

# PRIVACY NOTICE

## Relating to General Business Activities of the Countryside and Community Research Institute (CCRI)

This Privacy Notice applies to data collected to support and enable our normal business activities and is focused on the personal data of customers, suppliers and/or other stakeholders.

### 1. Identity and contact details of the Data Controller

The University of Gloucestershire is registered with the Information Commissioner's Office as a Data Controller and is committed to protecting the rights of individuals in line with Data Protection legislation. A copy of this registration can be found [here](#).

### 2. Contact details of the Data Protection Officer

The Data Protection Officer is responsible for advising the University on compliance with Data Protection legislation and monitoring its performance against it. If you have any concerns regarding the way in which the University is processing your personal data, please contact the Data Protection Officer at:

Data Protection Officer  
University of Gloucestershire  
Registrar's Directorate  
Fullwood House  
The Park  
Cheltenham, GL50 2RH  
Email: [dpo@glos.ac.uk](mailto:dpo@glos.ac.uk)

### 3. What information do we collect about you?

We may collect the following information about you:

- Your name, the organisation that you represent, your job title or role.
- Contact details such as email, telephone number, postal address including postcode, social media profile address.
- Preferences / interests.
- Information about, relevant to, or facilitating, our work for or with you.

### 4. How will your information be used?

We collect and process this data for the following purposes:

- For administration, record keeping and internal management operations
- For the distribution of news, information or product/service information that we understand would be of interest to you.
- For the effective delivery of commitments that we may have made to you, or that you may have made to us, under a contract or similar agreement, or whilst co-operating with the intention of achieving the same.
- To improve our product or services.
- To understand and record the impact of our work.

## **5. What is our lawful basis for processing your personal data?**

The legal basis for processing the personal data will fall in to one of three categories.

For those individuals who have subscribed online to our electronic newsletter, your information is held on the legal basis of Consent, which you will have given during the subscription process.

For those individuals representing themselves or an organisation with whom we have, or are working to establish, a contractual relationship, or equivalent, the legal basis will be that of 'Contract'.

All other data is collected on the legal basis of 'Legitimate Interest' in that we believe there to be a commercial, individual or societal benefit to be gained from the processing of the data either for ourselves or for you.

## **6. Who receives your information?**

Your data will be available to members of staff of the University of Gloucestershire, managed by staff of the CCRI. Where data is collected on the basis of Contract or of Legitimate Interest, we may, where it could reasonably be expected that you would agree, share you contact information with other individuals or organisations with whom we are both working to deliver, or seek to establish, a contract or similar working practice.

## **7. Transfers to third countries / international organisations and safeguards in place**

We may, where it could reasonably be expected that you would agree, share you contact information with other individuals or organisations outside of the EU, with whom we are both working to deliver, or seek to establish, a contract or similar working practice, in order to ensure the adequate performance of that contract or negotiation.

## **8. How long will your information be held?**

Your data will be retained for as long as there remains a legal basis under which it can be retained (see item 6), or that you request that it is erased (see item 9). In the case of subscription to our electronic newsletter, recipients can unsubscribe by using the link provided on all editions of the newsletter.

## **9. What are your Rights?**

**Under Data Protection Legislation you have the following rights:**

- to request access to, and copies of, the personal data that we hold about you;
- to request that we cease processing your personal data;
- to request that we do not send you any marketing communications;
- to request us to correct the personal data we hold about you if it is incorrect;
- to request that we erase your personal data;
- to request that we restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal);
- to receive from us the personal data you have provided to us, in a reasonable format specified by you, to another data controller;
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights and freedoms.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

Any requests or objections should be made in writing to the University's Data Protection Officer using the contact details in Section 2 of this Privacy Notice.

## **10. How to make a complaint**

If you are unhappy with the way in which your personal data has been processed you may in the first instance contact the University's Data Protection Officer using the contact details in Section 2 of this Privacy Notice.

If you still remain dissatisfied, then you have the right to apply directly to the Information Commissioner's Office (ICO) for a decision. The ICO can be contacted at:

Information Commissioner's Office,  
Wycliffe House,  
Water Lane,  
Wilmslow,  
Cheshire,  
SK9 5AF

Telephone: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)