

Member Insight Package Privacy Notice

Introduction

For the purpose of the Member Insight Package, the Students' Union Management System (SUMS) Ltd. acts as data controller to process the personal data of students. This data is shared with the University of Lincoln Students' Union when you provide consent to the University upon enrolment as a student. When invited to take part in the research, the purpose of using your personal data, and the intentions for the research shall be clearly outlined. SUMS Ltd. is committed to complying with the General Data Protection Regulation (GDPR) to ensure that your personal information is used fairly, and handled securely. This notice shall outline:

1. What information we collect about you and how this is collected
2. How and why we use your information
3. How long we keep your information and how it is stored
4. Information processed abroad
5. Information we may share with other organisations
6. Accessing your information and other rights
7. Objecting to the data processing
8. The contact details and address of SUMS Ltd.
9. How to complain

1. What information we collect about you and how this is collected

Upon the consent you give when enrolling at the University of Lincoln, SUMS Ltd. may collect the following types of personal data:

- Basic personal details such as name, address, email address, phone number and date of birth;
- Details of your academic studies such as course, School, College, enrolment status and year of study (we do not receive any details around your assessments or marks);
- Demographic information such as nationality, ethnic origin, gender, age

The above personal data may be linked to any responses you give, but only to aid in providing more in-depth insight into student opinions for example if we wanted to analyse differences in opinion between Undergraduate and Postgraduate students. Your responses will not be linked to your personal data **under any circumstance** as all responses will remain anonymous, meaning you will not be identifiable.

SUMS Ltd. may also collect data when you access Students' Union services, opportunities or events. This is collected through touchpoints where your Student ID card or number is used and the system logs how you utilise these services, opportunities or events. For example:

- Purchasing a ticket to an event in a Students' Union venue and scanning your Student Card or providing your Student ID number to enter a venue
- Scanning your Student Card or providing your Student ID number when making a purchase in a Students' Union venue
- Voting in a Students' Union election
- Logging volunteering hours or training sessions on the Students' Union website
- Opening a case with the Students' Union Advice Centre

This information will be used to provide insight into how the services, opportunities and events are performing and where they can improve.

The above data may also be used with external sources, for example if we looked into how far students at University live from their campus, we might use your postcode to cross reference how far you live from the campus postcode.

2. How and why we use your information

Your information and responses will be processed and used under the lawful basis of 'legitimate interest'. It is within the legitimate interest of SUMS Ltd. to utilise your personal data to invite you as a participant to take part in the research associated with the Member Insight Package, on behalf of your Students' Union. The findings from the Member Insight Package will provide insight into your Students' Union services and how they could be developed and improved to further enhance your student experience.

Anonymised information may be shared with your Students' Union, and will be utilised in the research reports. If questions ask for text responses, quotes may be utilised within these reports but you will not be identifiable from this. The research reports will also be shared with any other GDPR-compliant Students' Unions or Universities who are taking part in the Member Insight Package, for the purpose of benchmarking and comparing results.

Should SUMS Ltd., as the data controller, intend to use your personal data for any purposes other than the Member Insight Package, you shall be provided with information on these purposes, and how to object to the data processing as per Section 7 of this Privacy Notice.

3. How long we keep your information and how it is stored

We will keep your personal data for up to 8 years, and we will keep your survey response data for up to 10 years.

Data will be kept securely within SUMS, and destroyed when no longer required. For more information regarding the retention of your personal data, please contact the Data Protection Officer via the contact details provided in Section 8.

4. Information processed abroad

No information will be transferred abroad.

5. Information we may share with other organisations

As mentioned above, the research reports containing your anonymised survey responses may be shared with other GDPR-compliant Students' Unions or Universities, but your personal information will not be shared. The only exception to this is for the facilitation of incentives, where we may share your details with your Students' Union if you have won a prize for taking part in the research.

6. Accessing your information and other rights

You have a number of rights relating to your personal information. These include:

Access	You have the right to request a copy of any personal information we hold about you. If you would like a copy of any of your information, please contact the Data Protection Officer on the details below. Your request will be processed within 30 days.
Correction	If any of the information we hold about you is incorrect or incomplete, then please let us know. You have the right to have your information corrected so that we hold accurate records about you.
Erasure	This is also known as the right to be forgotten. You can request that your personal information is erased if it is no longer necessary for the Students' Union to keep it, or you object and there are no overriding grounds to keep it, or if it is unlawful to continue to keep it.
Restriction	You can request that the use of your personal information is limited to storage only and that we use it for no other purpose. This applies where you contest the accuracy of the personal information we hold, or our use of the information is unlawful, or we no longer need the information except in relation to legal claims, or you object to the use of your data and we need to verify whether or not our purpose for keeping it overrides the grounds of your objection.

The Data Protection Officer can be contacted by email on compliance@sums.su or by post using the address given in Section 8.

7. Objecting to the data processing

Unfortunately, once your responses are submitted, we cannot withdraw them. This is because we do not attach identifiable data to your responses and so cannot identify which responses are yours. As highlighted above, this does mean that any responses you have submitted cannot be associated with you.

You can, however, object to the processing based on 'legitimate interest' by contacting the Data Protection Officer via the contact details provided in Section 8.. You can also do



this by opting out from this processing via the email inviting you to participate in the research.

8. The contact details and address of the Students' Union Management System Ltd.

Name: Students' Union Management System Ltd.

Company registration number: 10112096

Address: Students' Union Management System

University of Lincoln

Brayford Pool

Lincoln

LN6 7TS

Managing Director: James Brooks

Managing Director Email Address: jbrooks@sums.su

Member Insight Package Lead (Insight and Research Co-Ordinator): Emily Stow

Member Insight Package Lead Email Address: insight@sums.su

Member Insight Package Lead Phone Number: 01522 83 7668

Data Protection Officer: Alan Bage

Data Protection Officer Email Address: compliance@sums.su

For general enquiries about the Member Insight Package, please email Emily Stow, the Insight and Research Co-ordinator using the above details. If you have a query about your personal information rights, please contact the Data Protection Officer using the above details.

9. How to complain

If you feel that we have let you down in relation to your information rights, and you wish to lodge a formal complaint, these can be made to the Managing Director of SUMS. This can be done via the contact details provided in Section 8.

You can also make complaints directly to the Information Commissioner's Office (ICO). The ICO is the independent authority upholding information rights for the UK. Their website is ico.org.uk and their telephone helpline number is 0303 123 1113.