



DRAFT

Business Contacts Privacy Notice

Introduction

Throughout this privacy notice, "University" "we", "our" and "us" refers to the Norwich University of the Arts. "You" and "your" refers to our business contacts and their representatives

Norwich University of the Arts (NUA) is a registered data controller. We hold personal information about you electronically and in paper format, under the requirements of the Data Protection Act 1998 (DPA) and General Data Protection Regulation (GDPR). We do our utmost to protect your privacy. We follow security procedures regarding the storage and disclosure of information which you have given us in order to avoid unauthorised loss or access. As such we have security systems and procedures to protect information from unauthorised disclosure, misuse or destruction.

What information do we hold about you?

Information held about you may include, but is not limited to;

- Name and contact details. This is basic personal data about you at your place of work, and how to get in touch with you.
- Organisation related details. This is information about your organisation and your role within it, such as your job title and who your colleagues are.
- Records of communications and interactions we've had with you. This is information about our dealings with you, such as what information we have sent you and what events you have attended.

If you have browsed on our website and entered your personal information through a web form, please read our website privacy notice.

Why do we collect this information?

Your personal information is collected by the University as we have a legitimate interest to do so for academic and business purposes. These may include, but are not limited to;

- Helping people learn about our products and services that might be of interest to them.
- Promoting our products, services and events.
- We have an interest in recruiting to our University and we process information where necessary to do so.
- If you sign up to one of our products or services, it will often be necessary for us to use your details in order to provide that product or service.

The information we hold about you comes from a number of sources. A significant proportion of the information we hold is provided by you to us, for example you may give us your business card or correspond with us by telephone, email or face-to-face at an event or other

means. We supplement the data we hold about you with information from publically available sources. For example, Companies House, LinkedIn and other similar websites.

How we use your information?

Your personal information is used by the University to support a full range of activities for business purposes, including the following:

- Relationship management: Maintaining our business relationship with you
- Providing the service you have requested
- Informing you of other products, services or events related to the University

We review the data we hold to ensure that it is accurate and relevant to our aims. Where we find information which is out of date, inaccurate or no longer relevant, we remove this data. We may consult alternative sources in order to undertake these checks, for example reviewing job information that you have made publicly available via LinkedIn and other social media, newspaper articles, company websites.

Who we share your information with?

Your personal data may be shared between our different departments to help us understand our relationship with you.

We may disclose certain personal information to external organisations to carry out our functions and manage our operations or because you asked us to. These may include, but are not limited to;

- When you have given us permission to do so
- To third parties engaged by the University as approved data processors such as mailing houses or printing companies
- Third party software systems required to facilitate our data functions (for example Donor, Azorus, Mailchimp). Some of these organisations may be based outside of the UK or the European Union. We have ensured these organisations have safeguards in place, which meets appropriate standards, to protect your personal data.

How long do we keep your information?

We will normally keep your personal data while you or your employer have an ongoing relationship with us or if you have demonstrated an interest in our products and services. We will keep your personal information only as long as is necessary to fulfil the purpose for which it was collected and in accordance with the University's records retention schedule.

Your rights

You may request a copy of the personal information we hold about you. This is called a subject access request. If you wish to make such a request, contact the Data Protection Officer (see details under the "how to contact us" section) or download and complete a subject access request form from our website.

If you wish to correct any information about you held by us, contact studentrecruitment@nua.ac.uk or international@nua.ac.uk or ideasfactory@nua.ac.uk in the first instance.

Communications may be sent to you by post, telephone or electronic means (principally by email) depending on the contact details we hold and the preferences expressed by you about the types of communications you wish to receive. To let us know how you would prefer to

keep in touch with us or to request no further communications from us, contact studentrecruitment@nua.ac.uk or international@nua.ac.uk or ideasfactory@nua.ac.uk.

Where you exercise your right to erasure, we will retain a core set of personal data to ensure that we do not inadvertently contact you in the future.

Here is a list of all the rights individuals have under GDPR:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

Please contact the Data Protection Officer for more details or with any queries. If you believe your data has been breached, please speak to the University. The Information Commissioners website provides more information on data breach rights.

<https://ico.org.uk/your-data-matters/data-protection-and-journalism/taking-your-case-to-court-and-claiming-compensation/>

Other information

How to contact us

If you require further information about how your personal information is held and processed by us please contact the University's Data Protection Officer, email dataprotection@nua.ac.uk. Our postal address is Norwich University of the Arts, Francis House, 3 -7 Redwell St, Norwich NR2 4SN.

We try to meet the highest standards when collecting and using personal information. If you have any concerns with regard to your personal information, please contact us at the above address. You have a right to complain to the Information Commissioners Office about the way in which we process your personal information. Please see www.ico.org.uk/concerns.

Changes to this privacy notice

We keep our privacy notices under regular review. This privacy notice was last updated February 2019.

Our other privacy notices

<https://www.nua.ac.uk/about-nua/data-protection/>