

Privacy statement for market research

Overview

In accordance with the General Data Protection Regulation (UK GDPR), the information on this page outlines the types of personal data that the University of Bath may collect from you as part of this survey, the purposes for which this data is used, and how it will be shared and retained.

The University of Bath, Claverton Down, Bath, BA2 7AY is the 'data controller' for the information that we obtain from you during this survey.

Types of data we collect and hold about you

We may collect and process data about you in the following areas:

- Your preferences, likes, dislikes, in relation to the University of Bath and other universities
- Your behaviours, e.g. your media use, how you research study options, how you decide which universities to work with or for
- Your interests in relation to universities, e.g. subject, course of interest, research area of interest, requirements of universities
- Your profile, including elements like your age, the area where you live (country, region, town/city, neighbourhood), ethnicity, gender identification, job role
- On some occasions we may collect sensitive data, such as disability, sexual orientation, household income, whether you have received free school meals
- Your email address in relation to entry into a prize draw

Our lawful basis for processing your data

We are collecting and processing your personal data in the pursuit of the University's legitimate interests, specifically in relation to supporting the University in making decisions in relation to its ability to attract, admit and retain students.

How we use your data

The University will only use your data fairly and lawfully in accordance the obligations and principles enshrined in the Data Protection Act.

Your data will be used to make decisions about the University's provision, and marketing activity, to support effective admissions and other operations of the University (e.g. research, innovation).

To achieve this, your data, excluding any personally identifiable information, will be shared with an external consultancy that has been retained by the University for the purposes of

this project. This consultancy is a Data Processor for this project: Mammoth, Sinclair House, Royal Avenue, Belfast, BT1 1EX/Fora Building, First Floor, 251 Southwark Bridge Road, London, SE1 6FJ.

Data will be processed in aggregated format, along with that of other relevant participants, to identify trends and patterns. Any personally identifiable information will be removed and individual respondents will not be identified in any reporting.

Your email address, if you choose to provide it, will only be used to communicate with you if you have won a prize draw.

How we share your data

Your data will contribute to reports in an anonymised form. These reports may be shared with:

- departments within the University of Bath, such as University leadership, academic departments, student support departments, professional support departments, marketing, student recruitment or admissions
- the University of Bath Students' Union
- external partners, for example international recruitment agents or industry partners
- other relevant stakeholder groups with an interest in this project, for example University of Bath alumni
- staff from other universities or higher education related organisations for whom the findings may be of interest or relevance

As with all data, we may share it with government authorities or law enforcement officials if mandated by law.

In exceptional circumstances, during the course of market research, if the information you provide suggests you may be at serious risk to yourself or others this, and we are able to attribute your disclosure to you as an individual, this may be shared with or without your consent with an appropriate authority. For example, if you are an enrolled student, we may share information with Student Support at the University.

How we store and retain your data

Any personally identifiable information is deleted after it has been used (for example to select a winner of a prize draw, to communicate to a prize draw winner, or for follow-up research).

Other anonymised data collected may be kept indefinitely, to enable this data to be available for comparable analysis over time, e.g. year over year analysis.

Understanding your rights

You have a right to get access to the data which we hold about you for market research purposes, where we can link that data back to you as in individual.

You also have a right to withdraw from research at any point during or after data collected. In this instance, all data that can be identified as relating to you as a participant will be deleted.

If you would like to request access to this data, please contact the University's Data Protection Officer:

dataprotection@bath.ac.uk

Please refer to the University of Bath's [Data Protection Policy](#) for more information.

You can complain to the Information Commissioner's Office (ICO) if you believe your data rights have been violated.

[ICO website](#)