

Who we are

The University of Wolverhampton ('The University', 'we' or 'us') are a 'Data Controller', as defined by the Data Protection Act 2018 and are responsible for, and control the processing of your Personal Data. You can contact us at email dataprotection@wlv.ac.uk, University of Wolverhampton, Wulfruna Street, Wolverhampton WV1 1LY. Tel. 01902 32 1000. Our Data Protection Officer can be contacted at dataprotection@wlv.ac.uk.

We are committed to protecting your privacy. This notice explains how the University of Wolverhampton collects and processes your Personal Data.

The Business Engagement Purpose

The Business Engagement Team at the University of Wolverhampton is responsible for building relationships between The University and external bodies including but not limited to Private enterprises, Charity and other enterprises, Sector skills councils, Professional Bodies, Local and Regional economic bodies (such as the Local Enterprise Partnerships) and any organisation representing or participating in economic activity within the UK.

How We Use Your Data

The team collect and manage data for a number of purposes. These are listed below.

Business Need Survey –The data will be used to produce snapshot reports which will be published within The University to inform and guide activity, initiatives and priorities in relation to Business and Community Engagement and Knowledge exchange. No company will be individually identifiable by these reports.

Marketing – The team hold this data on a secure server for the purpose of communicating news, initiatives, and marketing to those who provide consent for this activity.

Information We Collect

The vast majority of information that we process about you will be provided by you via our online tools (surveys, enquiry form). This will typically be via our website.

Information provided by you will include details such as your full name (including former name or alias, employer and contact details, such as email address and telephone number and information relating to your education and employment history and engagement activities with The University.

The lawful basis we rely on for processing this information is that we have a legitimate interest in contacting you. We will ask for your consent for the purposes of future marketing. If you do consent or opt in, we will let you know how you can opt out in the future. You will be able to opt out via unsubscribe links within any marketing or communication emails from our system. You can also opt out by emailing engage@wlv.ac.uk at any time.

We will not process your personal data for any other purpose other than those stated above without informing you first.

Who We Share Your Personal Data With

Information is shared with relevant departments within the University for the purposes outlined above. In addition, specific data will be shared with our third party processors including Sendin blue who is the third party supplier the University uses to facilitate marketing communications, as well as Blackbaud Raiser's Edge which is the University's CRM system. We have robust Data Processing agreement's in place with both supplier's.

We may also share personal details with organisations with enforcement powers such as HMRC or the Police. However, we will only do so if this is required to comply with our legal obligation to disclose information to these bodies.

We will only share the minimum amount of personal data with any of the above and will always do so in accordance with the law.

Retention

Survey responses and data is retained for 3 YEARS for Audit purposes. All other data will be routinely cleaned or 'weeded' through the opt-out and unsubscribe process. If you wish for your data to be deleted at any time you can email engage@wlv.ac.uk.

Your Rights

As an individual, you have a number of rights available to you. In this instance, the following rights are available to you. To find out more about how you may exercise those rights, for example, The Right of Subject Access: obtaining a copy of your information which we may hold, or the Right to Rectification: correcting any mistakes or completing the information we hold about you, please see our Data Protection web pages available [here](#) or the [ICO website](#) for more information.

How to Complain

If you have any queries, concerns or believe that your Personal Data is being handled in a manner which is contrary to statutory requirements, you may wish to contact the University of Wolverhampton's Data Protection Officer via dataprotection@wlv.ac.uk or complain to the ICO via www.ico.org.uk

Changes to Privacy Notice

We regularly review our privacy notice and will review it at least annually. This privacy notice was last updated on 20 July 2020