

MEDIA PRIVACY NOTICE

Data Collection and Privacy Notice

Aston University (“the University”) processes personal data as a “Data Controller” as defined in the Data Protection Act 2018 (“the DPA”) and the General Data Protection Regulation (Regulation (EU) 2016/679) (“the GDPR”). This notice relates to information about you which will be collected by the University and processed as described below. This notice may be updated at any time. The most up to date version can be found at www.aston.ac.uk/dataprotection.

Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

What we collect

The personal data which the University processes about you will include personal details about you such as your name, address and contact details. We may also process information about your course, your views on studying at the University, your placement experience and your career aspirations or destination.

Your rights

Under the DPA and the GDPR you have certain rights over how your data is processed, including the right to know what information is processed about you and how it is processed.

You have the right of access to your personal information. You also have additional rights i.e. the right to rectify inaccurate information; restrict processing; and object to processing. These rights are limited in certain circumstances by the GDPR, and may be limited further by future UK legislation where data is only processed for research or statistical purposes.

Automated decision-making

The University will not use your personal data to make automated decisions about you. “Automated decisions” are defined as decisions made without human intervention. You have the right to opt out of automated processing at any time and to require that decisions are assessed by a person.

Data transfers to other countries

Your personal data may be transferred to countries outside the European Economic Area for the purposes described above. Your personal data will only be transferred to countries whose data protection laws have been assessed as adequate by the European Commission, or where adequate safeguards are in place to protect your personal data.

How we process your data

The University will process your personal data for the following purposes.

Purpose 1 – Photographs

We may wish to process your personal data in order to take photographs of you to use in the University's marketing campaigns, on its website and displays. The photographs may include your name and details about you. For example, if you are a student, this may include the details of your course.

Legal basis for processing your information for Purpose 1

We will process your personal data in the case of taking photographs of you on the basis of your consent. You have the right to opt out of this type of processing at any time. However, in the event that you withdraw your consent on promotional campaigns which have already been printed, we will ensure that your image is no longer processed in any future campaign.

Consent

I consent to my personal data, including my image and name being processed so the University is able use it in marketing campaigns, on its website and displays. I understand that I may opt out of my personal data being processed at any time.

- I consent to my personal data being used on the University website
- I consent to my personal data being used in poster campaigns at the University
- I consent to my personal data being used in printed communications such as magazines and newsletters
- No thanks, please **do not** process my photographic image for any marketing campaign at the University.

Purpose 2 – Videos

We may wish to process your personal data in order to use videos of you in the University's marketing campaigns, on its website and YouTube account. The videos may include your name and details about you. For example, if you are a student, this may include the details of your course.

Legal basis for processing your information for Purpose 2

We will process your personal data in the case of using videos of you on the basis of your consent. You have the right to opt out of this type of processing at any time.

Consent

I consent to my personal data, including my image and name being processed so the University is able use it in marketing campaigns, on its website and YouTube account. I understand that I may opt out of my personal data being processed at any time.

- I consent to my personal data being used on the University website
- I consent to my personal data being used on the University's YouTube account
- No thanks, please **do not** process my video image for any marketing campaign at the University.

Purpose 3 – Testimonials

We may wish to process your personal data in order to produce a written testimonial about your experience at the University to use in the University's marketing campaigns, on its website and displays. The testimonial may include your name, details about you and your opinions of the University. For example, this may include details on your course of study and how this has prepared you for the workplace.

Legal basis for processing your information for Purpose 3

We will process your personal data in the case of using your name and details about you in testimonials on the basis of your consent. You have the right to opt out of this type of processing at any time. However, in the event that you withdraw your consent on marketing campaigns which have already been printed, we will ensure that your details are no longer processed in any future materials.

Consent

I consent to my personal data, including my name being processed so the University is able to use it in marketing campaigns, on its website and displays. I understand that I may opt out of my personal data being processed at any time.

- I consent to my personal data being used on the University website
- I consent to my personal data being used in poster campaigns at the University
- I consent to my personal data being used in printed communications such as magazines and newsletters
- No thanks, please **do not** process my personal data for any marketing campaign at the University.