

Privacy Notice - Outreach Activities



UK Student Recruitment and Outreach

1. Introduction

- 1.1 This is the privacy notice for outreach activities undertaken with Leeds Beckett University and how we use the Higher Education Access Tracker (HEAT).
- 1.2 We, Leeds Beckett University, respect your privacy and are committed to protecting your personal data.
- 1.3 This privacy notice provides information on how we will look after your personal data when you use our service and tells you about your privacy rights and how the law protects you.

2. Who are we?

Leeds Beckett University runs a range of activities with local schools, colleges, community groups and Individuals that can be collectively termed “outreach activities”. Outreach activities provide people with the opportunity to find out more about University in general and the courses on offer here at LBU. In many outreach activities LBU will collect personal information about you. When we collect information about you (Your Personal Data) this will normally be to ensure that the activity you are taking part in is ran safely or that we can offer you a service we have promised. If you give us your consent we may contact you with marketing information about studying with us in the future. We also use a service called HEAT to see how effective our outreach activities are.

HEAT stands for the Higher Education Access Tracker. It is a secure electronic database, which means no one can see it unless they are supposed to. A number of universities use HEAT to track young people who are taking part in similar outreach activities to you. You can find out more information about what HEAT is and how it works at <http://heat.ac.uk>

LBU will record information about you and our activities that you take part in (Your Personal Data). Through HEAT we will then be able to find out if you decide to go onto Higher Education in the future, your attainment at university and your employment once you finish your course. We will use this information to understand how helpful different activities are and if they make a difference to your decisions about your future.

LBU is the data controller for the information you provide. Details of your rights under UK data protection legislation, including details of LBU’s Data Protection Officer, your rights as a data subject, and your right to complain to the Information Commissioner’s Office are available in LBU’s privacy notice.

3. Personal Data we collect about you

- 3.1 Personal data means any information about an individual from which that person can be identified.
- 3.2 We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:
 - i. Identity Data includes your name, title, student identity, date of birth and gender and copies of identity documentation.

ii. Contact Data includes your address, email and telephone number(s).

3.3 We may also collect, store, and use the following “special categories” information:

i. Information about your race or ethnicity or health.

3.4 We also collect, use and share aggregated data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your data to calculate the percentage of users accessing one of our are from certain geographic areas.

3.5

4. Purposes for which we will use your data

4.1 Most of the personal information we process is provided to us directly by you for one of the following reasons: to ensure we can run our activities safely and effectively, to find out if you decide to go onto Higher Education in the future, to understand how helpful different activities are and if they make a difference to your decisions about your future.

4.2 We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

4.3 Note that we may process your personal data for more than one lawful basis depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal basis we are relying on to process your personal data where more than one basis has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
When you take part in outreach events/activities organised by the University (including its Departments and Schools) and/or the Colleges you attend we may collect your contact and identity data.	(a) Identity (b) Contact	Article 6 (1f) Processing is necessary for the purpose of the legitimate interests. In order to provide you with a service you or your school or college has requested. Or in our interest to run an event or activity. For example we may contact you to inform you to meet for a campus tour. Article 6 (1e) Processing is necessary for the performance of a task carried out in the public interest. Where we collect your data and enter this onto the HEAT database this is to fulfil our requirements as a public body to report how effective your activities are to the Office for Students, the Government regulator of Higher Education in England. Where we collect your data and enter this onto the HEAT database this is to fulfil our requirements as a public body to report how effective your activities are to the Office for Students, the Government regulator of Higher Education in England. Using your data for this purposes is necessary for tasks that we carry out in the public interest (promoting and widening access to Higher Education). Article 6 (1a) the data subject has given consent to the processing of his or her personal data for one or more

		specific purposes. We may contact you with marketing informing about the University and out courses if you have given your consent for us to do so.
<p>Information about your ethnicity & health:</p> <p>Ethnicity data will only be held if you volunteered it when you took part in an event/activity.</p> <p>Health data will be used to ensure that you are kept safe while engaging in outreach activities.</p> <p>We may also use ethnicity and health data for statistical analysis for regulatory reporting and equal opportunity monitoring.</p>	(c) Ethnicity, Health	<p>Article 6 (1f) Processing is necessary for the purpose of the legitimate interests. In order to provide you with a service you or your school or college has requested. Or in our interest to run an event or activity and to ensure that our work is effectively targeted at students in underrepresented groups in higher education. For example we may collect your ethnicity data to determine eligibility for activities such as a residential project targeted at specific ethnicities.</p> <p>Article 6 (1e) Processing is necessary for the performance of a task carried out in the public interest. Where we collect your data and enter this onto the HEAT database this is to fulfil our requirements as a public body to report how effective your activities are to the Office for Students, the Government regulator of Higher Education in England. Using your data for this purposes is necessary for tasks that we carry out in the public interest (promoting and widening access to Higher Education).</p> <p>Article 9.2(j) of the GDPR, i.e., our processing is necessary for research purposes or statistical purposes. This condition applies as long as we are applying appropriate protections to keep your data secure and safeguard your interests; these are described above.</p>

5. Who will your data be shared with?

- 5.1 Information will be shared with third parties only when necessary as part of the provision of our services to you and/or we have a legal or regulatory requirement to do so. We do not anticipate that we will share information with third party's apart from where this is necessary for us to perform a service in your interest. Data entered into the HEAT database will be used in ammonised form with third parties including: Office for Students (OfS), the Higher Education Statistics Agency (HESA), the University and Colleges Admissions Service (UCAS), the Department for Education (DfE), Skills Funding Agency (SFA).
- 5.2 We do not anticipate the transfer personal data outside of the United Kingdom/European Economic Area (EEA). In the event that such transfer is required we shall only do so with adequate legal protections in place

6. How do we store your personal data?

- 6.1 We will only keep your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. At the end of a retention period, your personal data will be deleted securely and safely.

7. What rights do I have about my data?

The University recognises and respects individual rights under the General Data Protection Regulation (GDPR).

[Privacy - Your rights and freedoms | Leeds Beckett University](#)

You do not have to sign up to be part of the evaluation activities. This will not negatively affect any application that you make to university in the future. You can contact us at any time to discuss this by emailing:

SchoolsandColleges@leedsbeckett.ac.uk

UK Student Recruitment & Outreach Team,

University Recruitment,

Bronte Hall,

Headingley Campus, Leeds Beckett University

LS6 3QW

8. Changes to this privacy notice

We keep our privacy notices under regular review. This privacy notice was last updated in February 2022 and will be reviewed no later than January 2024.