

Data Protection Privacy Notice: Applicants and Potential Applicants to Study at the University – Marketing

Please note: the main [University privacy notice for applicants and potential applicants](#) can be found on our website. It contains full privacy information for applicants and potential applicants.

This notice provides additional information in relation to marketing tools used by the Faculty of Humanities & Social Sciences.

How we use your information

We will use your information only for relevant processes relating to your application/potential application, i.e. to provide you with information about studying at the University of Strathclyde, processing applications for study, for anonymised statistical analysis and to manage your marketing preferences. Your personal data will be shared with a limited number of trusted third parties for the purposes of processing as set out here. You will be advised if any of the tools we use involve the transfer of your personal data outside the UK. In such cases, we will ensure that appropriate safeguards are in place.

Digital tools may be used to monitor the impact of our communications and improve the effectiveness of the University's communications, such as email tracking to record when an email is opened and which links are clicked within a message. We monitor website visits and use tools such as Google Analytics to improve our website and services.

Later is a social media management tool which is used to manage and schedule our social media activity on sites such as: Twitter, Facebook, Instagram, LinkedIn and YouTube. As the content on social media is user-generated, it may at any time contain personal data if users of social media decide to share such information.

Later Services are provided and managed by Victory Square Media Inc. Later are a Canadian company and details of Later's processing of customers' personal data is available in the [Later Privacy Policy](#).

Lawful basis for processing - Marketing

Under data protection legislation we are required to identify our lawful basis for processing. Our lawful bases are provided in the [central privacy notice for applicants and potential applicants](#). Marketing is generally only undertaken where we have obtained your consent.

Retention Period - Marketing

If you provide us with contact details, we will retain your personal data for a period of 24 months. If you consent to receiving marketing information, we add your name and email address to our mailing list. We will retain these details as long as we have valid consent and you have not unsubscribed. After 24 months we will contact to ask if you wish to remain on our database for marketing purposes.

Your Rights

You have the right to:

- Find out what personal data we process about you and obtain a copy of the data, free of charge, within one month of your request. We may make a charge for additional copies of the same information;
- Ask us to correct inaccurate or incomplete data.

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2012/13

- Withdraw consent to process your personal data at any time, if you were asked for and provided consent.

If you think we are acting unfairly or unlawfully you can:

- Object to the way we are using your data;
- Complain to the UK Information Commissioner's Office.

Under certain conditions you also have the right to ask us to:

- Restrict the use of your data e.g. if you have raised issues about the accuracy or use of your personal data, until we have investigated and responded to your concerns;
- Erase your information or tell us to stop using it to make decisions about you;
- Comply with your wishes where you have previously agreed to us processing your data for a particular purpose and have withdrawn your consent to further processing;
- Provide you with a portable electronic copy of data you've given us.

To exercise your rights in relation to marketing please contact the department directly on HaSS-Marketing@strath.ac.uk.

For any other questions around the use of your data please contact dataprotection@strath.ac.uk