

DATA PROTECTION ACT 1998 – PRE-APPLICANTS

1. The University needs to process data about you that relates to your enquiries about courses or events or if you register for an Open Day. Such processing will be in accordance with the [Data Protection Act 1998](#) and with the University's [Data Protection Policy](#).
2. Information about how the University uses your data if you apply to study here or become a student here is available on the University's [Data Protection webpages](#).
3. For us to deliver a prospectus or accept a booking on one of our events (e.g. Open Days), we require some data from you. This information includes, but isn't limited to your name, address, email address or other relevant personal information. The University seeks to respond in an appropriate, timely, and effective way when dealing with enquiries and applications and uses a customer relationship management (CRM) system to support this service. By providing us with the information described above, you will not have to repeat all the details of a previous enquiry; each time you contact us we will be picking up where you left off. It also means that we can improve the information that we provide to you about our courses, services and processes in future.
4. The University protects the information it has about you and the standard response to enquiries about pre-applicants is that information cannot be disclosed to other organisations and/or individuals without consent (unless required by law or regulatory authority).
5. The processing of some data may be undertaken on the University's behalf by third party organisations contracted for that purpose, such as mailing houses and other agencies who carry out recruitment and marketing campaigns on our behalf, including online campaigns and advertising on social media platforms.
6. Third party organisations who run social media recruitment and marketing campaigns for us may include web-based social media platforms such as Facebook and Google, who will act on the University's behalf to create targeted advertising on social media platforms that you may engage with to enable us to provide you and others with similar interests with useful information about the University and its services. When we work with online platforms such as these, we only share your email address that you provide to us; no other personal information about you will be shared.
7. For more information and guidance on how to protect your identity online, please look at the following sites:
 - Facebook: <https://www.facebook.com/help/325807937506242/>
 - Twitter: <https://support.twitter.com/articles/20170134#>
 - Google: <https://privacy.google.com/intl/en-GB/take-control.html>

For general information about staying safe online, visit:
<http://www.staysafeonline.org/>

8. The processing of some data may also be undertaken by external research agencies, which are used to carry out market research on the University's behalf in order to improve the way in which we provide information about our courses, services and processes. Such organisations will be bound by an obligation to process data securely and in accordance
9. We may use demographic information that you provide for market research purposes (in aggregate, anonymised form only). These statistics will not include any information that could be used to identify you or any other individual. From time to time we may contact individuals and invite them to provide feedback on their experiences and impressions of the University. Again, this information will only be used in aggregate anonymised form. This helps us to improve our services.
10. The University website uses cookies to help us better understand how visitors interact with our website. A notification is displayed which explains Cookies when you first visit the website and when the University updates its [Cookie Policy](#).
11. When you provide information to us you are asked whether you wish to receive any further promotional information from the University of Huddersfield. If you choose not to receive further information we will only use your name and address details for the purpose of responding to your enquiry, unless you:
 - apply to study at the University;
 - are a current student, in which case we will continue to use your personal data for student administration purposes; or
 - have opted to receive information about alumni services and/or University events.
12. If you choose to receive further information from the University, you may change your mind at any time by clicking on the unsubscribe link at the bottom of any email that you are sent, or by writing to us or emailing us using the contact details below:

Director of Marketing
University of Huddersfield
Queensgate
Huddersfield
HD1 3DH
Email askhud@hud.ac.uk

13. Pre-Applicants have the right to access the information the University holds on them. Any person who wishes to exercise this right should complete a subject access request form which is available from [here](#), the University will make an administration charge of £10 on each occasion that access is requested.

Last updated: October 2016

14. The University Solicitor has overall responsibility for data protection, under the direction of the University Secretary:

Ms Rebecca McCall, University Solicitor
University of Huddersfield
HD1 3DH
Tel: 01484 473000