



## Corporate Communications & Stakeholder Relations

### Privacy Notice – Corporate Events and Engagement

Liverpool John Moores University (LJMU) is registered as a Data Controller with the Office of the Information Commissioner, as required under the Data Protection Act 1998 and the General Data Protection Regulation (GDPR) 2018. The University will only process personal data in accordance with the GDPR and for the purposes notified to the Information Commissioner. The University policy can be found under About Us – [Data Protection](#).

Corporate Events & Engagement (CEE) deals with all personal information in a responsible manner that respects personal privacy.

This Privacy Notice aligns with the new GDPR regulations, which is effective from 25<sup>th</sup> May 2018. This Notice will give your data better protection, will make it clear about how we collect, store and use your personal data, as well as your rights relating to your data.

You have a number of rights under the new legislation, these include:

- The right of access to the personal data that the University holds about you.
- The right to have your personal data rectified.
- The right to be forgotten (erasure).
- The right to restrict the processing of your personal data.
- The right to data portability.
- The right to object.
- The right not to be subject to automated decision-making including profiling.

You also retain the right to make a complaint about the handling of your personal data to the Information Commissioners' Office (ICO). Further details about the ICO can be found on the ICO website at <https://ico.org.uk/>

The data CEE may process could include:

- Your title, name (including former name), gender and date of birth.
- Your contact information including address, telephone number, email and social media details.
- Your business details including positions, organisation, professional memberships and qualifications.
- Your career highlights and other lifetime achievements.
- Your outside interests and membership(s) of groups.
- Information from media articles relating to you.

- Family details including spouse or partner, relationships with others ie. University contacts, alumni etc.
- Events you have been invited to and whether or not you responded or attended.
- Your donations of time, expertise or money.
- A record of interactions with you.
- Information about scholarships, prizes and achievements.
- Any other information you have provided us with.

Other than the information contained within your record, the majority of information listed above is only available to us if you have chosen to share it with us, for example contacting us, by being interviewed for an article or profile or by linking a social media account with your profile.

## **How we use the data we collect about you?**

We will use your data to help us communicate with our Stakeholder community. All personal data will be processed lawfully, fairly and in a transparent way, in conjunction with the new GDPR legislation.

We will use your information to contact you to:

- Keep you informed and updated about University news.
- Send you publications which may promote the work of the University.
- To register you to attend an event (and record whether you attended or not).
- To process a gift donation.
- To keep a record of communications between you and LJMU.

LJMU might communicate with individuals whose data is publicly available in connection with their role, or has been shared directly with the University. We may obtain this data from researching websites and other online platforms and publications. We will only search for information that you have made publicly available.

You can opt out of receiving information from LJMU at any time.

We will only process your personal data if we have carried out a legitimate interest assessment, or gained specific consent from you to do this.

Under the GDPR, we have to meet one of the conditions set out in Article 6 for processing your data. We use the information we collect only in compliance with this Privacy Notice.

Communications from LJMU may be sent by post, telephone or electronic means, depending on the contact details we hold and the preferences expressed by you about the types of communications you wish to receive.

## **What if you do not provide your data?**

You are not required to provide personal data, there is no statutory or contractual requirement for you to provide us with any personal information.

## Updating your data

Your data will be kept up to date e.g. if you notify us of a change to your details or if your information is updated on social media sites like LinkedIn. We will respond to your request for your information to be updated, or you can keep it up to date by visiting Mailchimp, if you are on our electronic mailing list, or by emailing us [EMS@ljmu.ac.uk](mailto:EMS@ljmu.ac.uk) or telephone 0151 231 3668.

We may also use targeted internet searches and may search the following websites to maintain the accuracy of the data held about you:

- The Queen's Honours Lists
- LinkedIn
- Newspaper articles and publications

## Further processing

When you furnish us with your personal information in connection with attending an event, we may undertake an internal analysis to determine how successful our events have been or how we can improve them in the future.

We may also use your information to evaluate the success of schemes you have been involved in such as mentoring and ambassadors and to investigate employability opportunities or identify speaking or profile opportunities, amongst others. You can opt out of this processing at any time by contacting [EMS@ljmu.ac.uk](mailto:EMS@ljmu.ac.uk) and putting 'Unsubscribe' in the subject heading or telephone 0151 231 3668.

## Who do we share your information with?

We **will not** share your information unless there is a legal or statutory requirement to do so. We may disclose your data to service providers who render services to us or you on our behalf, for example mailing houses (all of which are contractually obligated to act only on our instructions and in accordance with applicable laws, including GDPR). We may disclose your information if required by law or to enforce our legal rights.

Our database records are held on a server within the EU/EEA. We can confirm that any transfer of personal data of EEA data subjects to outside of the EEA, will only be undertaken using a method specifically permitted under UK and European Union law.

## How do we keep your information safe?

We **will not** sell your personal data to third parties under any circumstances and we do not permit third parties to sell on the data we have shared with them.

The data we hold about you is stored in secure, password protected systems, and can only be accessed by trained University staff working on stakeholder tasks.

As part of our service to you, we facilitate communications between individuals, but by doing this we do not release personal contact details without your permission.

## How long do you keep my information?

We will retain your data in support of your relationship with the University, or until you request us to do otherwise. We will update, remove or delete information when requested by you.

Where you exercise your right to erasure we will continue to maintain a core set of personal data to ensure we do not contact you in the future. We may also need to retain some financial records about you for statutory purposes if you have donated money to the University to comply with anti-fraud and accounting matters.

## Your rights

You have the right to access and to be informed what personal data the University holds about you and what it is used for (please refer to the ICO's Subject Access Request form [Subject Access Request](#)).

You can correct or update your data at any time by emailing CEE directly via [EMS@ljmu.ac.uk](mailto:EMS@ljmu.ac.uk) or telephone 0151 231 3668.

You can unsubscribe at any time by emailing [EMS@ljmu.ac.uk](mailto:EMS@ljmu.ac.uk) and putting 'Unsubscribe' in the subject heading.

You can also restrict the processing of your data by emailing [EMS@ljmu.ac.uk](mailto:EMS@ljmu.ac.uk)

This Notice may be amended, any significant changes to this Notice or to the way we treat your data will be communicated via the LJMU website or by contacting you directly through the most appropriate channel.

You have the right to lodge a complaint with the Information Commissioner's Office at <https://ico.org.uk/concerns>

## Contact details:

Should you wish to contact anyone regarding your personal data or your rights please contact the University's Data Protection Officer via [Secretariat@ljmu.ac.uk](mailto:Secretariat@ljmu.ac.uk) or by telephone on 0151 231 3116.