

PRIVACY POLICY

Student and Alumni Profiles

Purpose of this policy

The purpose of this policy is how and why we gather data for Student and Alumni profiles.

What this policy covers

Student and alumni, profiles, case studies, testimonials, quotes (including Faces of Suffolk).

How profiles are used

Student and alumni profiles are used as endorsement and testimony for the University. The content of the profile will often dictate where it is used. For example, where a course is mentioned positively the profile may be used to promote that particular course, or if there is another factor highlighted within the profile such as accommodation, the profile may be used when marketing the accommodation to prospective students. However there is no limitation on how the profile may be used.

Profiles can be used both internally and externally, so they are not limited to promotion on campus. The University frequently markets online and using outdoor advertising and often student/alumni profiles are used.

It is not possible to gain consent every time a profile is used, so by giving consent when providing your profile initially you are agreeing for your profile to be used by the University in any application. If the time period from the first use means that there may be inaccuracies, for example, a student moving to the second year study when the profile was obtained whilst they were in their first year, we will contact you to refresh the profile as part of the annual review process. This will be for the purpose of updating your profile rather than not regaining consent to use the profile.

How your profile and personal information will be stored

Any printed consent forms / profiles are securely stored in locked cupboard within the University building. Any electronic copies are also stored securely within a password-protected folder on the University network.

Your data will never be shared outside of the University or used for any other purpose than marketing the University.

How long will we keep your profile?

Student profiles will be reviewed annually and usually kept for 2 years, or until they cease to be relevant (when student is no longer a student). When the profile is no longer relevant the data and profile will be destroyed – both hard copy and any electronic records.

Alumni profiles will be kept indefinitely, but periodically reviewed before republishing.

Faces of Suffolk profiles are kept indefinitely, as these are part of a long running campaign and more of community piece than used for marketing purposes.

How do I withdraw my consent?

You have the right to withdraw your consent for your profile to be used at any time. This can easily be done by emailing marketing@uos.ac.uk or sending a letter to the below address.

Marketing and Communications
Waterfront Building
University of Suffolk
Neptune Quay
Ipswich
Suffolk
IP4 1QJ

We do require this in writing, and will remove all records of your profile and any data on file immediately. Please note – where a profile has been published in print, for example in a publication or the prospectus, it will not be possible to remove this from circulation.

Questions

If you have any questions, please feel free to get in touch with the Marketing and communications team by emailing marketing@uos.ac.uk or calling 01473 338600.