

# RESEARCH PRIVACY NOTICE

## ABOUT US

This Privacy Notice explains the nature of the personal information that the University of Reading processes for the purposes of conducting research.

The University and the Henley Business School (**We** or **Us**) are data controller in respect of the information that We process about you. Our contact details are The University of Reading University of Reading, Whiteknights, PO Box 217, Reading, Berkshire, RG6 6AH, United Kingdom. Tel: +44 (0) 118 987 5123.

This notice explains what personal information We collect, hold and share in support of these research purposes and your rights in respect of the data We hold about you.

Your privacy is important to Us, so if there is anything in this privacy notice that is unclear or you do not understand, please contact Our Data Protection Officer at: [imps@reading.ac.uk](mailto:imps@reading.ac.uk)

## DATA WE COLLECT ABOUT YOU

To manage our research activities effectively and meet certain legal requirements, We need to collect, record, store, use, share, retain and destroy (this is known as 'processing') your personal data. When you take part in a research study, complete a research questionnaire, or a market research survey, We will collect and process a number of different types of personal data.

We collect personal data directly from you in order to:

- conduct market research into the effectiveness or quality of, or engagement with, the services we offer as an organisation, for example requesting feedback on our courses or events
- conduct scientific research and make provision for research and the advancement, preservation, dissemination and application of knowledge, including innovation and the provision of advisory services for or in conjunction with other institutions, organisations or public bodies as defined within our Royal Charter
- record and retain, as necessary, evidence of consents for the purposes of meeting ethical requirements for research participants
- maintain databases of research participants that elect to be contacted for further studies or wish to receive further communications, including marketing communications, from Us
- perform internal statistical and reporting

# OUR LAWFUL BASIS FOR USES OF YOUR DATA

The University of Reading collects, analyses, uses, shares, and retains personal data for the purposes of research in the public interest. Under data protection law We are required to inform you that this use of the personal data We may hold about you is on the lawful basis of being a public task in the public interest. If you withdraw from a research study, which processes your personal data, dependant on the stage of withdrawal, We may still rely on this lawful basis to continue using your data if your withdrawal would be of significant detriment to the research study aims. We will always have in place appropriate safeguards to protect your personal data.

If We have included any additional requests for use of your data, for example adding you to a registration list for the purposes of inviting you to take part in future studies, this will be done only with your consent where you have provided it to Us and should you wish to be removed from the register at a later date you will be provided with a contact to make this request as part of the information provided as part of each study.

## WHO WE SHARE YOUR DATA WITH

As all research studies are different, you will be informed of any external parties that We may share your personal data with prior to submitting your personal information, for example before you complete an online survey or questionnaire. These external parties may include, but are not limited to; other Higher Education Institutions involved in collaborative studies, other authorised academics, other public bodies or authorities that are involved in the research being conducted, and external companies that We work with. Your personally identifiable data will only be shared where there is a legitimate need in order to meet the purposes of the research. If you have any queries regarding the sharing of your personal data, please consult the study convener prior to submitting your responses.

Where personally identifiable data is shared We will always ensure that we have measures in place to protect your data and that those third parties will also process your data in line with all applicable data protection laws and ethical standards.

## TRANSFERS OUTSIDE THE EU

The conducting of research can involve multinational collaborative working and your personal data may be transferred outside of the EU where data protection laws can differ to those within the EU. Where personally identifiable data is shared outside the EU, We will always ensure that we have measures in place to protect your data and that those third parties will also process your data in line with all applicable EU data protection laws. Your personally identifiable data will only be shared where there is a legitimate need in order to meet the purposes of the research. If you have any queries regarding the transfers of your personal data outside the EU, please consult the study convener prior to submitting your responses.

We may also use third party providers to process research data, such as externally hosted databases, software or cloud providers that may be based outside the EU. Were we do this, We will ensure We have measures and terms in place with those providers to ensure that they also protect your data

## RETENTION OF YOUR DATA

As all research study retention needs are different, the timescales that your personal data will be held by Us can vary. In all cases, the researcher conducting the study you are participating in will consider at

what point your personally identifying data can be anonymised. Where there are no legitimate needs to retain personally identifiable data it will be deleted, however for some research studies, in particular those involving follow up or repeated questions over a period of time, it will be necessary to retain your personal data in order to do this. Where this applies this will be explained to you prior to completing the survey or questionnaire. We will always take steps to minimise the amounts of personal data being used during your research study, which can include assigning you a pseudonymised reference while we work with your data and keeping your personally identifiable information stored separately and securely.

Under data protection laws, personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes. This means that, subject to having safeguards to protect your data in place, including the use of pseudonyms, we may retain personal data collected for research purposes for significant periods of time providing we can evidence a justified reason for doing so.

## KEEPING YOUR INFORMATION UP TO DATE

The accuracy of your information is important to Us. If you have elected to be added to a research participant database or registry for future contact, and wish to remove yourself or update your contact details, you can do this at any time by contacting your study convener. These details will be made available to you at the point you take part in the study.

## YOUR RIGHTS

Under data protection law you have the right to:

- Withdraw your consent where that is the legal basis of our processing, for example where you have elected to be added to a participant list or register for future studies or marketing communications
- Access your personal data that We process about you (please note exemptions may apply where access to data could detriment the purposes of a research study, Where this is the case you will be informed of this in response to any request made)
- Rectify inaccuracies in personal data that We hold about you
- Be erased, that is your details to be removed from systems that We use to process your personal data (please note, this right does not apply to research data held for a public task in the public interest or if erasure would seriously detriment the research study. Where this is the case you will be informed of this in response to any request made)
- Restrict the processing in certain ways
- Obtain a copy of your data in a commonly used electronic form (please note this right does not apply to research data held for a public task in the public interest)
- Object to the processing of your personal data by Us

Please see the ICO website for further information on the above rights:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you would like to exercise your rights, or have any concerns regarding how We have handled your personal information please contact our Data Protection Office at [imps@reading.ac.uk](mailto:imps@reading.ac.uk)

Some rights are dependent on the lawful basis for processing your information. If We have legitimate grounds to not carry out your wishes, these will be explained to you in response to your request.

You also have the right to complain to the Information Commissioner's Office.

## QUESTIONS ABOUT THIS NOTICE

If there is anything in this notice that you are unclear about, please contact our Data Protection Officer, on the contact details below, who shall be happy to answer any queries you may have concerning this privacy notice or the way in which We process your personal data.

By mail: Information Management and Policy Services, The University of Reading, Whiteknights, PO Box 217, Reading RG6 6AH

By email: [imps@reading.ac.uk](mailto:imps@reading.ac.uk)

By phone: 0118 378 8981

Complaints can be referred to the Information Commissioners Office, the independent body who oversee Data Protection compliance in the UK.

Email: [casework@ico.gsi.gov.uk](mailto:casework@ico.gsi.gov.uk)

## CHANGES TO THIS NOTICE

We keep our privacy notice under regular review to ensure best practice and compliance with the law. This privacy notice was last updated on 27/06/2018.

We may change this privacy notice from time to time. If We make significant changes in the way We treat your personal information We will make this clear on our website and may seek to notify you directly.

## HOW TO CONTACT US

If you have any questions about this notice, our University Data Protection Officer can be contacted at:

IMPS

University of Reading

Whiteknights

PO Box 217

Reading

RG6 6AH

UK.

Telephone: 0118 378 8981. Email: [imps@reading.ac.uk](mailto:imps@reading.ac.uk)