

## Climate Campaign Privacy Notice

### About us

This Privacy Notice explains the nature of the personal information that the University of Reading processes for the purposes of our marketing and communications campaign about climate change (climate campaign).

The University of Reading (**We** or **Us**) are data controller in respect of the information that We collect and that We process about you. Our contact details are The University of Reading, Information Management & Policy Services, Whiteknights House, Pepper Lane, Whiteknights, Reading, RG6 6UR, UK. Tel: +44 (0) 118 378 8981.

This notice explains what personal information We collect, hold and share in support of these 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)

This Privacy Notice explains how data is collected, how it is used, your rights and who is responsible for your data.

### Data We collect about you

To manage its operations effectively, provide services to you, and meet certain legal requirements, We need to collect, record, store, use, share, retain and destroy (collectively known as 'process') your personal data. As part of managing your relationship with Us, We will collect and process a number of different types of personal data. These are detailed below:

We collect the below categories of personal data directly from you:

- first name, last name, country of residence and/or nearest town, and, where you have provided it to us, email address and contact number;
- if you are a teacher, parent of under 18-year-old/s, primary school student, adult submitting on behalf of a young person, secondary school student, university student, other;
- your registration for events (if applicable);
- your questions and answers (if you supply this);
- your future contact preferences, for example if you opt to receive onward marketing communications from Us (if applicable).

We may also receive personal data from people other than you, for example images provided to us by schools or organisations taking part in the climate campaign. Those providing this personal data to Us will be asked to confirm that they have any necessary consents for Us to use this data and that sharing of this data with Us is done in compliance with data protection laws.

## **Cookies**

Our University websites and platforms use cookies. A cookie is a small data file placed on your computer that tracks the online movements of an individual. This information could potentially be used to build an online profile of individuals and uniquely locate them in the world.

We use different types of cookies. Some are essential or necessary for the functioning or security of our websites, some analytics cookies are used to help Us to measure the performance of our websites and some are used by Us and third parties to deliver targeted advertising and marketing across other sites that you visit or interact with.

More information on our Cookies can be found here

<http://www.reading.ac.uk/15/about/about-privacy.aspx#cookies>

Third party social network sites, such as Facebook and Twitter, may themselves also put cookies on your computer. We have little control over these 'third party' cookies, so we suggest that you check the respective privacy policies for these external services to help you understand what data these organisations hold about you and what they do with it.

## **How We use your data**

We will process the above personal data for the below purposes:

- To include your contributions to the climate campaign on our websites, platforms, publications, and social media sites;
- To respond to requests for information and to answer queries from you;
- To send you communications;
- To register and administer attendance at any climate campaign events;
- To keep you informed of events and opportunities at the University that may interest you;
- For statistical reporting purposes, for example so We can report on the geographical locations and demographics of those contributing to the climate campaign in order to assess outreach and engagement.

## **Our lawful basis for uses of your data**

Under data protection laws We must have a legitimate and lawful basis for processing your personal data. There are several lawful grounds within data protection law that apply to the different data that We are processing, and these are explained below:

Data collected for the purposes of event registration and administration will be processed for the purposes of entering into a contract with Us.

Data processed for the purposes of monitoring climate campaign engagement and for statistical research and reporting purposes is processed on the basis of our legitimate interests or for the performance of a public task in the public interest.

Where We use your information to send you optional promotional materials, newsletters or event updates to a personal email address this will be where We have your consent or for the purposes of our legitimate interests.

We will only publish your personal data (for example, make it available on our social media sites or websites) where you have agreed to this, and granted permission for the use of your images or contributions. We will process this personal data for the performance of our public tasks of furthering education and research.

In some circumstances We may be required by law to process your personal data. For example, if We are ordered by a court of law to disclose information or to meet statutory obligations. In the event that significant safeguarding or welfare concerns arise We may process personal data for the protection of vital interests and in limited circumstances may share information with law enforcement agencies for the purposes of the prevention and detection of crime.

### **Who We share your data with**

Where provided your first name, country of residence and nearest town, and whether you are a teacher/parent/at primary school/at secondary school/at university will appear next to your question or comment and this may be publicly available on our social media sites and website, and through targeted communications.

### **Retention of your data**

If you have opted in to receiving information regarding events and opportunities at the University that may interest you, your personal data will be held until you advise Us that you wish to unsubscribe from these communications. During this time We may send you a limited number of emails to confirm you still wish to hear from Us and to confirm your continued interest in the scheme. This information will be reviewed periodically and may be deleted sooner if we have not had any engagement with you for a long time.

Personal data provided for taking part in the climate campaign will be retained for the duration of the Campaign.

### **How We protect your data**

Your personal information is stored securely within the University and our staff are trained about the secure handling of personal information. We may also use third party providers to deliver our services, such as externally hosted platform, software or cloud providers. Were We do this, We have measures and terms in place with those providers to ensure that they also protect your data.

Please ensure that you are happy with any personal data to be posted on platforms accessible to the general public as we cannot control who may access this information.

### **Keeping your information up to date**

The accuracy of your information is important to us. You can update your information, including your address and contact details, at any time by contacting: [communications@reading.ac.uk](mailto:communications@reading.ac.uk)

### **Your rights**

Under data protection law you have the right to:

- withdraw your consent where that is the legal basis of our processing
- access your personal data that We process
- 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
- restrict the processing in certain ways
- obtain a copy of your data in a commonly used electronic form; and
- object to certain 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: University of Reading, Information Management & Policy Services, Whiteknights House, Pepper Lane, Whiteknights, Reading, RG6 6UR, UK

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.

### **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 07/06/21.

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.