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## Scope

1. This document sets out what we do with your personal data when we use your story – including written content, video and audio recordings and related images.
2. This document applies to you if you have provided us with a case study in any format or if you have given your consent for us to contact you for these purposes.

## Who we are

3. The Open University (OU) is the data controller in relation to the processing activities described below. This means that the OU decides why and how your personal information is processed.
4. Where this policy refers to “we”, “our” or “us” below, unless it mentions otherwise, it is referring to The Open University (OU).

## What information do we collect about you, and how do we collect it?

### Information that you give to us

5. We only collect the information you provide us with through the process of developing your case study. This includes details of your student experience, qualifications, your personal identifier (PI) and, if relevant, your age, location and employment details. There are a number of ways we may collect this information from you including an email questionnaire, recorded telephone interview, video recording and face-to-face interview. All recorded telephone interviews, draft written case studies and draft email questionnaires are deleted after the final case study has been written and approved by you through completing a consent form.

Your approved case study, image and consent form are stored on both our digital database (our Asset Bank) and in a secure folder on our server. If you are an alumni we will note on your record that a case study on you exists.

When we add your case study and image to our digital database (Asset Bank) we note the following information: Gender, age, broad geographical location (i.e. South of England/Wales/Scotland), and if you are of black or minority ethnic (BME) origin. If you have told us in your case study that you have a disability and you have consented for us to include this in your story then we will also note this on the Asset Bank.

We note your ethnic origin, disability and other demographic information as it is in our legitimate interest to ensure that we can provide stories of individuals from a variety of backgrounds and locations to accurately reflect our student and alumni community.

### **Information that we receive from third parties**

6. We sometimes receive information about our students and alumni who may be willing to provide us with a case study about their study experience from our partner organisations such as employers. We use this information – which usually includes a name, job title, qualification studied / currently in process, personal identifier (PI) and email – to contact you and find out if you are willing to be a case study ambassador.

### **How do we use your personal information?**

We use the information provided by you in your approved case study (including your image if provided) to promote the benefits of studying with the OU. We request your consent to do this.

We may use your story in a one or more of the following places:

- Internal OU websites and communications
- Externally facing OU websites
- Social media activity – Facebook, Instagram, LinkedIn, Twitter (excluding paid for activity)
- Marketing (via email, leaflets etc) to named recipients who have expressed a prior interest in the OU
- OU prospectuses

We will always contact you for further agreement if we wish to use your case study/image/video/audio content for any of the following:

- Press and media – newspapers (print and online), radio, television, press releases
- Speeches – i.e. at external events by senior members of OU staff
- Papers for government lobbying activity
- Business development activity to promote OU courses to employers
- OU Legacy and fundraising activity
- Unsolicited marketing activity to a broad audience including: Paid for social media advertising, radio and television advertising, banner ads, pop ups, posters etc.

7. You may withdraw consent for us to use your case study and image at any time by contacting [OU-stories@open.ac.uk](mailto:OU-stories@open.ac.uk). If consent is withdrawn by you, we will delete your case study and image from our Asset Bank and server folder and endeavour to remove

it if it appears on our websites. If the case study/image was published on social media, please note we can remove the original post, but it may have been shared by others and we will not be able to recall it.

## **Who do we share your information with?**

9. We may share a summary of your story with a journalist working for a media outlet for the purposes of pitching in a story and assessing its suitability, which is in our legitimate interest of promoting the OU. This summary will only have details of your first name. We will never share your full case study, surname, image or contact details without your permission.
10. We often use third party suppliers and service providers for video, transcription and photography services. When we use third party service providers, we will only disclose any personal information that is necessary for them to provide their service. The contract we have with them requires them to keep your information secure and not to use it other than for the purposes of this task; they will delete the information when the task is complete. This is in our legitimate interest of operating efficiently.

## **How long do we keep your personal information for?**

11. We keep your case study for two years from the date the consent form was signed. After two years your case study will be archived on our Asset Bank so it can no longer be used. We will contact you via email to ask your permission to continue using your case study for another two years and give you the opportunity to update the content. If you do not give us permission to continue to use your case study, or if we do not hear from you within 28 days after we contact you, we will delete the content from our Asset Bank and server folders so it can no longer be used.

If you give us consent to continue using your case study for another two years we will keep the email confirming this as proof of continued consent. This email will be stored in our secure server folder.

## **Your rights**

12. You have a number of rights in relation to your personal information, which apply in certain circumstances. In order to exercise any of these rights, please contact us using the details in section 16 of this document.
13. You have the right to:
  - Access the personal information that we hold about you
  - Correct any inaccuracies in the personal information that we hold about you
  - Withdraw your consent for our use of your case study

In certain circumstances, you also have the right to:

- Have your details removed from systems that we use to process your personal data

- Restrict the processing of your personal data in certain ways
- Obtain a copy of your personal data in a structured electronic data file - Object to certain processing of your personal data by us

If you are concerned about the way we have processed your personal information, you can complain to the Information Commissioner's Office (ICO). Please visit the ICO's website [www.ico.org.uk](http://www.ico.org.uk) for further details.

## Contact us

16 Please direct any queries about this policy or about the way we process your personal information to our Data Protection Officer using the contact details below.

Email: [data-protection@open.ac.uk](mailto:data-protection@open.ac.uk)

Post: The Data Protection Officer, PO Box 497, The Open University, Walton Hall, Milton Keynes MK7 6AT

Telephone :+44 (0)1908 653994