



# Privacy notice – Enquirers and website users

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## Summary

The University needs to collect and process personal data in order to answer enquiries, provide services, manage its operations effectively, and meet legal requirements. This document sets out how we use your personal data.

This document will be updated from time to time in order to ensure compliance with data protection legislation.

This is a new policy, expanding the information available at <http://www.open.ac.uk/privacy>

## Scope

### What this document covers

- Enquirers and OU registered users

### What this document does not cover

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If you use OpenLearn, please see [OpenLearn's privacy statement](#)

If you have ever registered or enrolled to study with The Open University, please see the [Students privacy notice](#).

## Policy

### 1. Who we are

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

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

#### Personal information you give to us:

- 2.1 As soon as you contact us or register with us, we create a record in your name. To that record we add information that you give us whenever you contact us. We are likely to hold your name and contact details, details of enquiries you have made, and your study interests. You may give us information about “special categories” of data, if they are relevant to an enquiry. These include your racial or ethnic origin, religious beliefs, political opinions, membership of a trade union, physical or mental health. Information about criminal offences or criminal proceedings are treated similarly.
- 2.2 If you become a student, then we add the information you give us when you register and throughout your studies to this record. For more information, see the [Student privacy notice](#).

#### We may automatically collect the following information

- 2.3 If you have registered with us, we will add to your record any activities that you carry out on our website. This might include diagnostic quizzes you complete, or modules you add to your basket. We may also automatically collect technical information when you browse our websites. Further information about this is given in our [privacy and cookies policy](#).
- 2.4 If you receive email marketing communications, we record if you open them.
- 2.5 We record telephone calls and monitor other communications between you and the University to make sure that we have carried out your instructions correctly and to help us improve our services through staff training.

#### Personal information we may receive from other sources

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2.6 We may enhance our enquirer records with data received from third parties, in order to ensure we have up to date contact details for you, and in order to offer you more relevant communications. We will not contact you using details received from third parties unless we already have your consent for marketing communications.

2.7 We may receive your contact details when you have requested an OU publication via a 3<sup>rd</sup> party site such as the BBC (e.g. poster) or FaceBook (e.g. prospectus)

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

#### **Where you have provided consent**

3.1 If you have given your consent to receive marketing communications, then we may contact you with marketing information, or show you targeted advertising on third party sites. NB If you apply to become a student and you had not previously set any preferences for marketing, then you may receive marketing information from us.

3.2 You are able to change your marketing preferences by using the information in [section 9](#). If you don't want to be shown targeted advertising messages from the OU, some third party sites allow you to request not to see messages from specific advertisers on that site in future.

#### **Where the activity relates to our public task of delivering Higher Education qualifications, and promoting the educational wellbeing of the community**

3.3 We will use and process your personal information to provide our services, activities and online content, to provide you with information about them, and to deal with your requests and enquiries.

#### **Where the activity is in our legitimate interests**

3.4 Our legitimate interests are to provide and improve our services, to manage our operations efficiently, and to increase our student numbers

- To give you relevant information about our services
- To analyse our enquirers and registered users to inform our marketing strategy, and to enhance and personalise your customer experience
- To identify others like you who would may be interested in our qualifications and modules. We may use your email address to identify people like you - "a lookalike audience" - who are users of social media sites, and who may be interested in our services and our qualifications. These people would receive Open University adverts in, for example, their news feeds
- To verify the accuracy of data that we hold about you and create a better understanding of you as a customer.
- To maintain network and information security
- For testing and maintaining our systems
- To help us improve our services via staff training
- We may ask you to take part in specific research activities to either help us plan and improve our services, or for academic research purposes. We

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might contact you ourselves or ask outside research agencies to do so on our behalf.

- To assess and improve our service to customers through recordings of any calls
- To manage complaints

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## 4. Who do we share your information with?

### Our suppliers and service providers

- 4.1 We use third party suppliers and service providers for a number of activities, from sending bulk text messages and providing IT systems, to using agents for contacting international students and conducting market research. We also use third parties to identify audiences for advertising: We may temporarily transfer an encrypted version of your email address to social media platforms in order to identify a target audience with the same interests as you. This target audience would receive targeted advertising delivered online through social media and platforms operated by other companies.
- 4.2 When we use third party service providers, we only disclose to them any personal information that is necessary for them to provide their service and we have a contract in place that requires them to keep your information secure and not to use it other than in accordance with our specific instructions.

### Other ways we may share your personal information

- 4.3 We may transfer your personal information to a successor body if the OU ceases to exist. We may also transfer your personal information if we're under a duty to disclose or share it in order to comply with any legal obligation, to detect or report a crime, to enforce or apply the terms of our contracts or to protect the rights, property or safety of our enquirers, visitors and students. However, we will always take steps with the aim of ensuring that your privacy rights continue to be protected.

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## 5. Where we store your personal information

- 5.1 Generally, information you provide to us is stored on our secure servers, or on our cloud-based systems which are located within the European Economic Area.
- 5.2 If we transfer your information outside of the EEA, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy. These steps include imposing contractual obligations on the recipient of your personal information, or ensuring that the recipients are subscribed to 'international frameworks' that aim to ensure adequate protection. For example, we would ensure that a US based supplier has signed up to "Privacy Shield".

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## 6. How long we keep your personal information for

6.1 If we collect your personal information, the length of time we retain it is determined by a number of factors, including the purpose for which we use that information and our obligations under other laws. We will hold your personal information on our systems for as long as is necessary for the relevant activity.

- If you have an OU user account, this will exist until you ask for it to be deleted.
- We will keep your record until an appropriate time after your last meaningful contact with us (this is set by business rules)
- Records of specific interactions, e.g. enquiries you have made, are likely to be kept for between 3 and 6 years, depending on how relevant they are to your future study.
- If you register as a student then we will collect more data about you and keep it for longer – please see the [student privacy notice](#).

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## 7. Your rights

7.1 You have a number of rights in relation to your personal information, which apply in certain circumstances. Some of these rights will come into force under the GDPR on 25<sup>th</sup> May 2018. In order to exercise any of these rights, please contact us using the details in section 9 of this document.

7.2 You have the right to:

- access the personal information that we hold about you
- correct inaccuracies in the personal information that we hold about you
- request that we stop sending you direct marketing communications.

In certain circumstances, you 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

7.3 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.

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## 8. Cookies

8.1 Like many other websites, our websites use cookies and similar technologies to obtain an overall view of visitor habits and visitor volumes, and to provide you with more useful and relevant adverts on our website and other websites. For more detailed information on how we use cookies and how to switch them off

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on your device, see our [Privacy and Cookies](#) page. You will need to allow “per-session” cookies in order to access password-protected OU websites

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## 9. Contact us

9.1 Our Data Protection Officer is E.A. Powis. Please direct any queries about this policy or about the way we process your personal information using the contact details below.

- Email [data-protection@open.ac.uk](mailto:data-protection@open.ac.uk)
- Telephone: +44(0)1908 653994
- By post: The Data Protection Officer, PO Box 497, The Open University, Walton Hall, Milton Keynes MK7 6AT.

You can update your contact preferences when you sign into the [Open University website](#), by using any unsubscribe options available in the communications, or by [contacting](#) us.

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