

## Privacy Notice for Business Contacts

### Purpose

The purpose of this notice is to explain to individuals representing businesses how the University collects, uses and shares their personal data, and their rights in relation to the personal data we hold. The policy is also accessible through the University website.

### Who is processing personal data

Leeds Trinity University determines why and how your personal data is used and is considered to be the data controller of the personal data. This places legal obligations on the University.

The University is registered with the Information Commissioner's Office as a data controller under the reference Z4817023.

### What personal data do we process

The University collects only personal data that is necessary in order to administer appropriate communications and service provision with business contacts. This includes:

- Name, job title and business contact details.
- In some cases when collecting information relating to funding projects it is necessary to also collect the date of birth of business contacts and ask for demographic information about the workforce of the business.

### The legal basis for processing your personal data

#### (i) Contract

We may process your personal data because it is necessary for us to deliver a service you have asked us to provide.

#### (ii) Legitimate interests

We may use and process your personal information where it is necessary for us to pursue our legitimate interests or a third party's legitimate interests.

#### (iii) Legal obligation

We may also process your personal data for our compliance with legal obligations.

#### (iv) Consent

The University will use consent as a lawful basis for some processing. Where we do so we always provide you with the choice as to whether or not to opt in to such processing.

### What we use personal data for

Leeds Trinity University processes personal data for the following reasons:

- To contact you to provide information about services you have requested
- Inform you of other events and services provided by Leeds Trinity University that are relevant to business contacts.
- To meet our compliance and regulatory obligations if relevant to the service being provided.

## Who will we share your data with?

Leeds Trinity University will only share your data internally with relevant staff who need to use it to contact you in connection with the services you have requested.

For information provided for the purposes of funding projects the University will also share information with other partner organisations involved or regulatory bodies as is necessary.

## Will your data be sent or stored abroad?

Some of the personal data we process about you may be transferred to, and stored at, a destination outside the European Economic Area (EEA), for example where personal data is processed by one of our software suppliers who is based outside the EEA or who uses data storage facilities outside the EEA.

In these circumstances, your personal data will only be transferred where the transfer is subject to one or more of the appropriate safeguards for international transfers prescribed by applicable law (e.g. standard data protection clauses adopted by the European Commission); a European Commission decision provides that the country or territory to which the transfer is made ensures an adequate level of protection.

## How long do we keep your data?

For personal information collected in connection with funding projects the University is legally required to retain the data for a period of 7 years. In all other circumstances the University will only retain your personal data whilst it has a legitimate need to continue doing so and will delete it at your request.

## How the University protects your rights to your personal data

- Your right to be informed is protected by the provision of this privacy notice advising how your personal data is processed.
- You have a right of access to your own personal data and can request a copy of this by making a Subject Access Request, further information about how to request this is available [here](#).
- You have the right to have inaccurate personal data held by the University rectified, or completed if it is incomplete. This can be done by contacting the University.
- Once personal data collected by the University is no longer necessary for the purpose for which it was collected and processed, you may have the right to have the data erased.
- You have a right to restrict or object to the processing of your personal data. The University will stop processing the personal data unless there are compelling legitimate grounds for the processing, which override your interests, rights and freedoms.
- You have the right to receive the personal data concerning you in a structured, commonly used and machine-readable format. The University will respond to any Subject Access Requests in compliance with this.

## Contact us

If you have any queries about this privacy policy or how we process your personal data you can contact us at:

For business contacts in reference to partnerships, placements and employment please email: [j.sewter@leedstrinity.ac.uk](mailto:j.sewter@leedstrinity.ac.uk)

For business contacts in reference to the Ad:Venture funding programme please email: [Adventure@leedstrinity.ac.uk](mailto:Adventure@leedstrinity.ac.uk)

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner.

You can find out more about your rights under data protection legislation from the Information Commissioner's Office website available at: [www.ico.org.uk](http://www.ico.org.uk)