

Privacy Notice for Outreach Supporters

How we use your data

This Privacy Notice outlines how the University of Kent, part of London and South East University Group (LASE) collects, uses and manages the personal information of individuals in accordance with data protection law.

The London and South East University Group is registered as a 'Data Controller' with the Information Commissioner's Office (ICO), under registration number Z6638040.

[View the full entry on the register](#)

The University of Kent, part of London and South East University Group, collects, processes and stores information about the outreach supporters with whom we work to administer and evaluate activities, and for marketing purposes.

How we collect your personal information

Your personal data is obtained:

- directly from you, through online or paper forms, email or by telephone
- from third-party sources where applicable (e.g., referrals from educational institutions or event sign-ups)

Categories of information we collect

Personal data we collect about you in connection with your engagement with activities organised by the University of Kent may include:

- your name
- contact email address
- job title (if are attending an event in a professional capacity)
- subject(s) taught and your school or college (if you are a member of teaching staff)
- other relevant professional details
- car registration number (if you attend an in-person event and require a parking permit)
- your opinions when you answer surveys we send you
- Image or photographs

If you book onto an in-person event, we may collect **Special category data** in order to process your booking for the event:

- Physical or mental health data
- Dietary requirements

How we use your personal information

We will use your information in the following ways:

- If you book onto an event, your name and email address are taken for the purposes of processing your booking for that event. Your email address will be used to contact you with further information about the event.
- Physical or mental health data and dietary requirements will be taken if you book onto an in-person event and share any accessibility requirements in order to ensure that we make reasonable adjustments to the event so that everyone has a fair opportunity to access it.
- If you agree, your information will be added to our Customer Relationship Management (CRM) system, Microsoft Dynamics in order to send you newsletters, event invitations, and other relevant updates and to provide you with information about professional development opportunities and related educational events. If you do not provide this data, we may be unable to send you important communications or invite you to specific events.

Our lawful basis for processing your data

We rely on the following lawful basis as allowed by the UK GDPR for processing your personal data as this is necessary for:

- the purpose of our legitimate interests or those of a third party - Article 6(1)(f) (unless those interests are overridden by your interests, rights or freedoms)
- to perform a task carried out in the public interest – Article 6(1)(e)

Our legitimate interests are:

- you have given your consent for one or more specific purposes- Article 6(1)(a)

As we also use your special category data, we must identify a further basis for processing that data. The processing is necessary for:

reasons of substantial public interest (as defined within the Data Protection Act 2018) - Article 9(2)(g)

Our substantial public interest reason is:

- equality of opportunity or treatment

Who your information will be shared with

The University of Kent runs events in collaboration with other universities in Kent and Medway - Canterbury Christ Church University, the University for the Creative Arts and the University of Greenwich, part of London and South East University Group. Together, we form the Kent and Medway Progression Federation (KMPF). For research and monitoring purposes, your data, including your contact information may be shared with the KMPF partner institutions. You may be contacted after the event and invited to take part in research and you can choose whether to or not.

We use third party organisations (known as data processors) who carry out services on the University Group's behalf under contract. We will ensure that only the minimum amount of relevant personal data necessary for the purpose is transferred. We will ensure that contractual agreements exist to ensure compliance with data protection regulations and that data is used solely under our instruction. In these circumstances personal data shall be deleted after the contract has terminated.

Gecko may be used for the purpose of collecting participant data electronically, as detailed in their [privacy notice](#).

Online events are held on Microsoft Teams. If you attend an online event, we will use Microsoft Teams to process your booking and administer the online event.

We share your personal data with Microsoft Dynamics for CRM and communication purposes, and Qualtrics for the purpose of event sign-ups. If you consent to being added to the Supporters mailing list, you will be added to the Microsoft Dynamics CRM system, for the purposes of managing this list and sending communications.

For more information please see the Microsoft privacy statement at privacy.microsoft.com/en-gb/privacystatement.

For signing up to events and for some communications, you may be asked to enter your details into Qualtrics, the University of Kent's approved survey collection platform. Please see the Qualtrics privacy statement: <https://www.qualtrics.com/privacy-statement/>.

The University of Kent may sometimes commission photographs at specific events which could include images of staff for inclusion in promotional outreach material. These could be featured on the following:

- Websites (kent.ac.uk) (lase.ac.uk)
- Other website(s) (kmpf.org.uk)
- Official University of Kent, University of Greenwich, London and South East University Group of KMPF social media channels
- In hard copy marketing materials such as leaflets/brochures
- In podcasts
- In press/media releases
- In presentation materials at national conferences

Photos/videos/documents are safely stored on the University of Kent's approved Digital Asset Management (DAM) provider.

Sometimes it is necessary for your personal information to be shared:

- with competent authorities (such as the police, NCA) or action fraud for law enforcement purposes (for on substantial public interest reasons – Article 9(2)(g) – for preventing or detecting unlawful acts, safeguarding or fraud purposes.
- with our professional advisors where it is necessary for the establishment, exercise or defence of legal claims – Article 9(2)(f).

Occasionally the University of Kent, part of London and South East University Group may, if appropriate, legitimate and necessary, rely on relevant exemptions to UK GDPR provisions as are allowed under the [Data Protection Act 2018](#) (in relation to crime and taxation, management forecasts, negotiations, confidential references and exam scripts and exam marks).

Transfer of your information outside of the UK

When it is necessary for us to transfer your personal information across national boundaries to a third party data processor, such as one of our service providers, we will ensure this safeguards your personal information by requiring such transfers are made in compliance with all relevant data protection laws.

All LASE data is processed using our Microsoft Office 365. Data is stored within the UK.

When we ask you to answer a survey we use Qualtrics who are based in the United States. This will involve transferring your data outside the UK. We have implemented safeguards prescribed by the UK GDPR when transferring data to a third country including contracts approved by the ICO (standard contractual clauses together with the ICO's International Data Transfer Addendum) giving the data transferred a similar level of protection as it has in the UK.

For further information please see the following:

Microsoft: [Data Protection Addendum](#)

Qualtrics: [Standard Contractual Clauses](#)

How long your personal data will be kept

- If you agree to being added to the Supporters & Professionals mailing list your data will be kept until you request to be removed from the list, which will be actioned immediately.
- For online Microsoft Teams based events, please refer to the Microsoft Privacy Statement for their retention policies: privacy.microsoft.com/en-gb/privacystatement

Security

We will ensure that security measures are in place to prevent the accidental loss, unauthorised use or access to your data. Access is given to staff on a 'need to know' basis. Our staff are required to keep your data safe and complete data protection training.

We have procedures in place to deal with any data security incidents and will notify you and the ICO in the event of a data breach where we are required to do so.

Your rights

Please be aware of the following rights which can be accessed free of charge by contacting dataprotection@kent.ac.uk:

- know how we are using your personal information and why (right to information)
- access the personal data held by us (subject access request)
- ask for correction of any mistakes (rectification)
- to object to direct marketing
- to object to event photography
- to complain to the University
- to complain to the ICO

In some circumstances you also have the right to:

- object to how we are using your information
- ask us to delete information about you (the right to be forgotten)
- have your information transferred electronically (data portability)
- object to automated decisions which significantly affect you
- restrict us from using your information.

For further guidance regarding your rights please see the [ICO website](#).

Your rights- if you have given consent or explicit consent for a specific use of your personal data

You can withdraw your consent at any time.

If you wish to withdraw your consent or exercise any of your rights, please contact us at dataprotection@kent.ac.uk. You can unsubscribe at any time from receiving emails from us, and we will delete your data upon request.

This does not affect the lawfulness of the processing based on consent before its withdrawal.

Your right to complain

You have the right to raise a complaint to the University of Kent, part of London and South East University Group, if you are dissatisfied with how we have handled your personal data. You can submit a complaint via our [contact form](#) or via email to dataprotection@kent.ac.uk

Further details about the University's Data Protection complaints process can be found on our website:

<https://www.kent.ac.uk/about/assurance-and-data-protection/data-protection-complaints>

You also have the right to lodge a complaint with the [Information Commissioner's Office](#).

The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Website: ico.org.uk

Their helpline telephone number is: 0303 123 1113.

Contacts

If you have any questions or concerns about the way the LASE has used your data, or wish to exercise any of your rights, please consult our [website](#).

The University of Kent's Data Protection Team can be contacted at: dataprotection@kent.ac.uk

Document review date

This privacy notice will be reviewed at least annually.

Version	Author	Description of Change	Date	Next Review date
0.1	EP		24/02/25	
1.0	AB	Update to LASE, merging of other privacy notices	24/08/2026	