

Data Privacy Notice - Students

Introduction

We process personal data in accordance with Data Protection Act 1998 (DPA), the General Data Protection Regulations 2018 (GDPR) and other applicable legislation.

Sheffield Hallam Students' Union ("SHSU", "we", "our" or "us") promises to respect any personal data that you share with us, or that we get from other organisations and keep it safe. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect.

Developing a better understanding of our members through your personal data allows us to; make better decisions, communicate more efficiently and ultimately help us to provide our range of services, thereby reaching our goal of having a positive impact with every Hallam student.

In line with the legislation, we only collect sufficient personal data that is required for each specified purpose and it is only retained as long as is reasonably required. In most areas of our operations personal data is deleted at the end of the academic year. Notable exceptions being for example current society committee members, current advice cases or where required to keep them for example by law or for insurance purposes.

We collect information about you in the following ways:

When you become a member

Each year that you enrol on a Sheffield Hallam University (SHU) accredited course, you automatically become a member of SHSU, unless you opt out. SHU shares a register of members with us, which includes information about you and your course. When the University gives us a copy of this data, we become responsible for it and use this as our core central record of your membership.

When you give it to us directly

You may give us your information when you sign up to a student group, for one of our events, undertake research activities, use our advice service, purchase our products, or communicate with us. When you give us this information, we take responsibility for looking after it, and ensuring that it is secure, and we may cross reference this data against our register of members.

Data Privacy Notice - Students

When you give it to us indirectly

Your information may be shared with us by independent organisations, if you have given them consent to share this data with us. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

We may combine information you provide to us with information available from external sources, to gain a better understanding of our members, to improve our communication methods, products, and services.

The information we get from other organisations may depend on their privacy settings or the responses you give, so you should regularly check them. This information may come from the following sources:

Third party organisations

You may have provided permission for a company or other organisation to share your data with third parties such as SHSU. This could be when you buy a product or service, register for an online competition, or sign up with a comparison site.

Social Media

We do not use the accounts of people who 'follow', 'like' or similar social media actions, except for interaction on that social media platform.

Information available publicly

This may include information found in places such as Companies House and information that has been published in articles or newspapers.

When we collect it as you use our WEBSITES

Like most websites, we use “cookies” to help us make our site, and the way you use it, better. There are more details in our Cookies Policy, found on the SHSU website.

Data Privacy Notice - Students

When you BUY A PRODUCT from us

When you place an order with us online, we request certain information including your name, delivery address and email address. This information is required to enable us to process your order and notify you of its progress. Once an order has been placed, we may contact you by email to confirm your order details and again once your order has been accepted and despatched. Should we need to contact you for any reason regarding your order, we will use the email address registered to your account, or the telephone number where provided.

We also ask for your Student ID number, to allow us to track the products you purchase, provide better customer service standards, and develop the product range we offer to students. You are under no obligation to provide us with this information.

What personal data we collect and how we use it

The type and quantity of information we collect and how we use it depends on why you are providing it.

Our members

If you are one of our members, the University, in line with to their obligations to you, provide us with key information that you provide at enrolment. When you use our services or participate in one of our activities, we will use this information to provide the best possible standards of administration and communication.

When you attend an event, join a student group, or use one of our services, we may ask for additional information such as:

- Your date of birth, to ensure compliance with age-related laws
- Your bank details, to facilitate payments
- Information relating to your health if you are taking part in a high-risk activity
- Any disabilities, so that we can provide assistance where needed

We will use your data to:

- Provide you with the services, products, or information you asked for
- Administer your membership

Data Privacy Notice - Students

- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Through anonymised data analysis, understand how we can improve our services, products, or information.

Building profiles of members and targeting communications

Where you have given us consent, we use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our members. Profiling also allows us to target our resources effectively, which members consistently tell us is a key priority. We do this because it allows us to understand the background of the people who study at the University and helps us to deliver appropriate services and information to members who need it.

When building a profile, we may analyse geographic, demographic, and other information relating to you to better understand your interests and preferences to contact you with the most relevant communications. Your data would only ever be analysed or profiled through encrypted and protected data processes, which only ever identifies broad statistics. In doing this, we may use additional information from third party sources when it is available.

How we keep your data safe and who has access

Personal data collected and processed by us may be shared with and used by relevant Students' Union employees and volunteers, only for legitimate reasons, and the following groups: Advisors, Agents, Contractors, and Service Provider partners, where necessary:

In the exceptional cases that we allow access to personal information, we will always have control of what they see, what they are allowed to do with it and how long they can see it.

We undertake regular reviews of who has access to information that we hold, to ensure that your information is only accessible by appropriately trained staff, volunteers, and contractors and for legitimate purposes.

Some of our suppliers may run their operations outside the European Economic Area (EEA). Although they may not be subject to the same data protection laws as companies based in the UK, we will take steps to make sure that we provide only relevant data and that they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA.

Data Privacy Notice - Students

We may need to disclose your details, if required, to the police, regulatory bodies, or legal advisors. We will only share your data in other circumstances, other than as explained elsewhere in this notice, if we have your explicit and informed consent.

As a member-led charitable organisation, it is important that our elected representatives are publicly accountable to members. We publish the names of all elected representatives alongside their assigned @shu.ac.uk email addresses, we may also publish University email addresses where appropriate to the individual and their role. Where University email addresses (@shu.ac.uk) are published, the individual will be entitled to opt-out of this through means provided or contacting the Students' Union Data Protection Officer. Committee members may currently opt-out of sharing their email with group members by updating their profile on the Union's membership system.

Marketing & Communications Preferences

Membership Communications

As a member, we believe that there is a legitimate interest in you hearing from us about the products and services we offer, what we're doing to represent you and opportunities that might be of interest to you. You may opt-out of these communications at any stage by clicking the unsubscribe link contained within emails or amending your preferences on your account.

Direct Marketing

As a charity we need to fundraise, to provide the services that we offer to SHU students, through retail and events activities. We may send marketing material on our retail and events offers to our members, where you have told us that we can. **We do not sell or share personal details to third parties for the purposes of marketing.**

Controlling what you want to hear about

We make it easy for you to tell us how you want us to communicate, in a way that suits you. We include information on how to opt-out when we send you marketing, and our forms have clear marketing preference questions. If you don't want to hear from us, that's fine, just let us know by updating your preferences.

Data Privacy Notice - Students

Keeping your information up to date.

We mostly use the record of members provided by SHU to maintain data about you as described above. To ensure that data held is accurate, both SHSU and Sheffield Hallam University would appreciate you updating SHU if your details change.

Understanding the detail of our data security measures

We have compiled a register of all personal data sets held by SHSU. For each data set we carefully assess the lawful justification for its storage and use, the parameters in which the data is processed, the length of time the data is held for, the secure storage location of your data and where applicable undertaken impact assessments to ensure your rights are protected.

Please see <https://ico.org.uk/> for further information on the above rights. You may also contact the Data Protection Officer for further information.

SHSU operates a Data Protection and Information Security Policy, supported by a practical handbook for our employees and volunteers. All employees and volunteers handling data are required to undertake general data protection training and third parties handling data are required to provide a contract which meets the requirements of the Information Commissioner's Office.

SHSU does not store any sensitive card data on our systems following online or face to face transactions. For online transactions, SHSU utilises payment processor SagePay and ecommerce partner MSL to handle these matters.

Your right to know what data we hold about you, make changes or ask us to stop using your data

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your membership or registering you for an event), we will do so. Please contact us on su_gdpr@shu.ac.uk if you have any concerns. You also have a right to complain to the Information Commissioner's Office (see <https://ico.org.uk/>).

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

Data Privacy Notice - Students

If you want to access your information, you must complete the Subject Access Request Form, available through the Students' Union website, with a description of the information you want to see and send with the required proof of your identity by post to Sheffield Hallam Students' Union, The HUBS, Paternoster Row, Sheffield S1 2QQ. We do not accept these requests by email, to ensure that we only provide personal data to the right person.

Communication preference options are available on your account, but if you want to opt-out of all communications and data processing, you will be required to surrender your membership to the Students' Union, which will limit your access to activities and services. You can do this by writing to: Data Protection Officer, Sheffield Hallam Students' Union, The HUBS, Paternoster Row, Sheffield. S1 2QQ

If you have any questions, please send these to su_gdpr@shu.ac.uk, and for further information see the Information Commissioner's guidance [here](#).

Changes to this statement

We may change this Privacy Statement from time to time. If we make any significant changes in the way that we treat your personal information we will make this clear on our website or by contacting you directly. If you have any questions, comments, or suggestions, please let us know by contacting su_gdpr@shu.ac.uk.

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