



## Business Contacts Privacy Notice

### Introduction

Throughout this privacy notice, "University" "we", "our" and "us" refers to the Norwich University of the Arts. "You" and "your" refers to our business contacts and their representatives

Norwich University of the Arts is a registered data controller. We collect, hold and process personal information relating to your enquiries. It is essential to do so in order for us to carry out your request for services, functions and manage our operations. We hold personal information and comply with the requirements of the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA).

You may also want to read other Norwich University of the Arts privacy notices. If you use our website, please read the website privacy notice. We do our utmost to protect your privacy. As such we have security systems and procedures to protect information from unauthorised disclosure, misuse, or destruction.

### What types of information we hold about you

Information held about you may include, but is not limited to:

- Your name and contact details.
- Organisation related details. This is information about your organisation and your role within it, such as your job title and who your colleagues are.
- Records of communications and interactions we have had with you. This is information about our dealings with you, such as what information we have sent you and what events you have attended.

### How and why we collect this information

Your personal information is collected by the University as we have a legitimate interest to do so for academic and business purposes. This may include, but is not limited to:

- Helping people learn about products and services that might be of interest to them.
- Promoting our products, services, and events.
- Aiding in our recruitment of students to the University.
- Providing you with the products or services you have requested.

The information we hold about you comes from several sources. A considerable proportion of the information we hold is provided by you to us, for example you may give us your business card or

correspond with us by telephone, email, or face-to-face at an event. We supplement the data we hold about you with information from publicly available sources. For example, Companies House, LinkedIn, and other similar websites.

The University complies with the provisions of the Data Protection Act 2018 which sits alongside the UK General Data Protection Regulation (UK GDPR). Article 6 of the UK GDPR defines six different lawful grounds for an organisation to be permitted to process personal data, and the University is legally obliged to determine and advise you of under which of the legal bases your personal data is processed. We rely on Article 6(1)(a), '*Consent*' as our legal basis which applies when you have given us your freely given, informed, specific consent. It is important to note that you have the right to withdraw that consent at any time, as detailed below.

## How we use your information

We hold and use your information so we can provide the service or goods you have requested and to maintain a business relationship with you. We may also communicate with you and provide other information that we believe you may be interested in, such as products, services and events relating to the University. We ask your consent to do this. If you provide consent but later decide you want to withdraw this, you have the right to change your mind. Please see the section below "your rights."

We review the data we hold to ensure that it is accurate and relevant to our aims. Where we find information, which is out of date, inaccurate or no longer relevant, we will remove this data. We may periodically contact you to establish whether your details are correct, and we may also check alternative sources in order to undertake this task, for example reviewing job information that you have made publicly available via LinkedIn and other social media, newspaper articles, and company websites.

## Automated Decision Making and Profiling

As part of our commitment to protecting your personal data, we want to inform you that the University currently limits the use of automated decision-making and profiling in line with the requirements of the UK GDPR. However, as we continue to develop our services, there may be instances in the future where automated processes are used to make decisions or create profiles. Should this occur, we will ensure that appropriate safeguards are in place and will always ensure that human intervention is involved when decisions are made that impact you.

## Who we might share your information with

Your personal data may be shared between our different departments to help us understand our relationship with you.

We may disclose certain personal information to external organisations to carry out our functions and manage our operations, or because you asked us to. These may include, but is not limited to:

- When you have given us permission to do so.
- In relation to third parties engaged by the University as approved data processors, such as mailing houses or printing companies.
- In relation to third party software systems required to facilitate our data functions (for example Donor, Azorus). Some of these organisations may be based outside of the UK. These organisations have safeguards in place, which meets appropriate standards, to protect your personal data.

## How long we keep your information

We will keep your personal information only as long as is necessary to fulfil the purpose for which it was collected and in accordance with the University's records retention schedule. This will ordinarily be while you or your employer have an ongoing relationship with us or if you have demonstrated an interest in our products and services. Please see the below section which details your rights should you wish to withdraw your consent at any time.

# International Transfers

## International Data Transfers

We may transfer your personal data to countries outside the UK (third countries), including countries within the European Economic Area (EEA) and beyond, where our third-party service providers or affiliated organizations are based. Such transfers may involve countries that do not have data protection laws equivalent to those in the UK.

When transferring personal data to a third country, we take steps to ensure that your data is protected in line with the UK General Data Protection Regulation (UK GDPR). These measures include the use of the following safeguards, where appropriate:

1. **Standard Contractual Clauses (SCCs):** For transfers to third countries that do not provide an adequate level of data protection, we implement the European Commission's Standard Contractual Clauses (SCCs) or equivalent contractual mechanisms as approved by the UK Information Commissioner's Office (ICO). These clauses legally bind the recipient of the personal data to ensure that your data is processed in accordance with the standards set out by the UK GDPR.
2. **Adequacy Decisions:** Where applicable, we may transfer your personal data to a third country that has been recognised by the UK government as providing an adequate level of data protection. In such cases, no further safeguards are required, and the transfer will be made in compliance with the UK's adequacy regulations.
3. **Additional Safeguards:** In some cases, additional measures may be taken, such as encryption, pseudonymisation, or other technical and organisational safeguards, to further protect your personal data during the transfer process.
4. **Transfers to Internal Organizations:** Your personal data may also be transferred to other entities within our university group or related organizations, including those based outside the UK, to support internal administrative functions, academic services, or research purposes. Any such transfers will be governed by appropriate safeguards, including but not limited to SCCs or other legally recognised measures under the UK GDPR.

We will ensure that any data transfer to third countries is carried out with appropriate legal protections in place, and we will provide you with further information upon request regarding the specific safeguards applied in relation to your data.

## Your rights

You can manage the emails you receive from us by clicking on the preferences link at the end of any email you have received from us. You can use the same process if you wish to unsubscribe from receiving any further marketing or event information from us. Communications may be sent to you by post, telephone, or electronic means, depending on the contact details we hold, and the preferences expressed by you about the types of communications you wish to receive. To let us know how you would prefer to keep in touch with us or to request no further communications from us, please contact us at: [studentrecruitment@norwichuni.ac.uk](mailto:studentrecruitment@norwichuni.ac.uk) or [international@norwichuni.ac.uk](mailto:international@norwichuni.ac.uk) or [ideasfactory@norwichuni.ac.uk](mailto:ideasfactory@norwichuni.ac.uk).

Additionally, under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information (this is known as a Subject Access Request or SAR).
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. Please contact [studentrecruitment@norwichuni.ac.uk](mailto:studentrecruitment@norwichuni.ac.uk) or [international@norwichuni.ac.uk](mailto:international@norwichuni.ac.uk) or [ideasfactory@norwichuni.ac.uk](mailto:ideasfactory@norwichuni.ac.uk) in the first instance if you wish to correct or update your information.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact our Data Protection Officer (Chris Dubinski) at [dataprotection@norwichuni.ac.uk](mailto:dataprotection@norwichuni.ac.uk) if you wish to make a request or have any queries.

If you believe your data has been breached, please speak to the University. The Information Commissioners website provides more information on data breach rights.

## How to contact us

If you require further information or have any concerns about how your personal information is held and processed by us, please email the University's Data Protection Officer at [dataprotection@norwichuni.ac.uk](mailto:dataprotection@norwichuni.ac.uk) or write to us at Data Protection Officer, Norwich University of the Arts, Francis House, 3 -7 Redwell St, Norwich NR2 4SN.

You can also complain to the ICO if you are unhappy with how we have used your data.

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

ICO Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

## Changes to this privacy notice

We keep our privacy notices under regular review.

This privacy notice was last updated April 2025.