

Privacy Notice for Student Ambassadors

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 student ambassadors with whom we work to administer and evaluate the scheme and associated activities, and track educational progression of data subjects.

How we collect your information

To administer, monitor and evaluate the student ambassador scheme, the University of Kent, part of LASE, collects and processes certain personal data (and in some instances special category data), in accordance with the terms of its own policies and Data Protection Legislation.

Personal data is obtained from you through:

- Your application form
- Updates to your ambassador record
- Your Student Record

Categories of information we collect

The personal information we collect about you is:

- Full name
- Postcode
- Date of birth
- Sex
- Previous school or college
- Student ID Number
- Visa status
- National insurance number
- Your academic status (to measure continuation and completion rates)

- Your final academic grade (to measure attainment rates)

Other categories of data may be collected through your employment as a LASE employee, in line with the [staff privacy notice](#).

How we use your personal information

We will use your data for the following purposes:

- **For the purpose of monitoring**, which allows us to fulfil compulsory external reporting requirements to regulatory bodies such as the Office for Students (OfS), as well as giving us a clear picture of the activities we deliver and people we work with.
- **For the purpose of evaluation**, which helps us understand whether the activities that we offer have been effective and actually benefit students like yourself, so we can see how to improve in the future.

Your data will be aggregated and anonymised in any written report, so you will not be identified or identifiable.

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 performance of a task carried out in the public interest or in the exercise of official authority - Article 6(1)(e)

Who your information will be shared with

We use third party organisation (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.

Certain other organisations will have access to your data for research and monitoring purposes only, such as the Office for Students (OfS), Higher Education Statistics Agency (HESA), the University and Colleges Admissions Service (UCAS), the Department for Education (DfE) and LASE partners including colleges, the Higher Education Access Tracker (HEAT) service subscribers, the Kent and Medway Progression Federation (KMPF) and the National Data Service (NDS). None of the aforementioned parties will release data to any unauthorised third parties. HEAT and HESA may share your data as detailed in their own privacy notices, which you can

access via:

HEAT's Privacy Notice: [HEAT Privacy Notice](#)

HESA's Privacy Notice: [Collection notices | HESA](#)

We will also use internal data (held on your student record and accessed via KentVision) to check your continuation, completion and attainment. For more information on how the University uses your data, please access the privacy notice via:

[University of Kent Student Privacy Notice](#)

As an employee of the University of Kent, your data may be shared with other third party data controllers such as the Disclosure and Barring Service (DBS) for checking your suitability to work with children. [DBS privacy notices](#).

The privacy notice for staff can be found [here](#).

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

- Where you have supplied your first name, last name, date of birth, and postcode and have not withdrawn or denied permission for your data to be included in research, your record will not be retained on HEAT for no longer than 15 years from: a) the year in which you might be expected to enter

Higher Education, the date your record was created, or when you last interacted with the member, whichever of these conditions is most recent

- **Incomplete Records** Where your personal data is considered incomplete, i.e., the following has not been captured: a) any or all of your first name, last name, date of birth, postcode b) and/or your permission for inclusion in tracking research, it will be considered expired after 7 years from the date the record was created and will be flagged for deletion

University of Kent staff records are kept as detailed in the [staff privacy notice](#).

Security

Each party 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 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](#).

Please be aware that if you do not wish to be included in HEAT tracking, you need to do so by contacting dataprotection@kent.ac.uk before the end of October each year, as after this date HEAT will extract the data for matching with HESA.

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 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	AB	New draft	23/07/2024	On approval to final version
1.0	AB	Update to LASE	24/08/2026	