

PRIVACY NOTICE

Market Research

This privacy notice is for the processing of personal information in relation Market Research.

The data controller for the information being collected and used is South Lanarkshire College. Our registered office is College Way, East Kilbride, G75 ONE. If you have any concerns or queries about how we use your personal data you can contact our Data Protection Officer at dpo@slc.ac.uk

Your personal information

The following information will be processed:

- Email address (optional)
- Name (optional)
- Opinions and thoughts on college education and South Lanarkshire College

How we will use your information

The College will use your personal information for the following purposes:

The purpose of collecting the information is to help the college understand our target market and improve our service offering and the needs of our students and stakeholders. All responses will be anonymised for analysing.

Our lawful basis for using this information.

Consent: You have given the College your consent to use your responses for research purposes. You will not be contacted outwith the purposes of the research.

Legitimate interests: It is in the College's legitimate interests to conduct the survey to help improve the customer experience for future users at South Lanarkshire College. The survey is optional.

Sharing Your Information

The gathered research will be used by our appointed and approved agency, Bright Signals and South Lanarkshire College only. The information will be kept for 12 months only.

Retention of Information

The College will retain your data for as long as it's required for the purpose and as detailed below:

Information and data will be retained for 12 months maximum with the sole purpose of market research to help improve improvements at South Lanarkshire College.

Your Rights

- Right of access to copies of your personal data (subject access request)
- Right to rectification if personal data we hold about you is incorrect
- Right to restrict processing of your personal data

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- Right to complain to the Information Commissioner's Office about how we handle your data.

In some circumstances you also have the following rights:

- Right to object to our processing of your personal data
- Right to request erasure of your personal data (deletion)
- Right to data portability

If you want to withdraw consent or your answers from the survey at any point please email marketing@slc.ac.uk and the information from your survey will be deleted.