

# Privacy Policy

UCL (the “University”, “us” or “we”) act as the “data controller” and we are committed to protecting your privacy and providing you with a positive experience on our websites. This Privacy Policy applies to this website [www.idealondon.co.uk](http://www.idealondon.co.uk). This Privacy Policy governs our data collection, processing and usage practices. It also describes your choices regarding use, access and correction of your personal information. If you do not agree with the data practices described in this Privacy Policy, you should not use this website.

We collect certain information or data about you when you use [idealondon.co.uk](http://idealondon.co.uk)

This includes:

- questions, queries or feedback you leave, including your email address if you send an email to [idealondon.co.uk](mailto:idealondon.co.uk)
- your IP address, and details of which version of web browser you used
- information on how you use the site, using cookies and page tagging techniques to help us improve the website
- details to allow you to access [idealondon.co.uk](http://idealondon.co.uk) services and transactions, e.g. an email address
- the information you provide when applying to be a member of IDEALondon

This helps us to:

- improve the site by monitoring how you use it
- respond to any feedback you send us, if you’ve asked us to
- provide you with information about local services if you want it
- manage your application to IDEALondon

## **Where your data is stored**

We store your data primarily on servers in the UK/Europe.

Our partners in IDEALondon, may store some of your data outside of Europe, where it could be viewed by our staff or suppliers; UCL stores your data on European servers.

By submitting your personal data, you agree to this.

## **Community Communications (Direct Marketing)**

We will contact you to let you know about the progress we are making and to ask for donations or other support, this includes relevant newsletters and event invites. 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. If you don't want to hear from us, that's fine. Just click unsubscribe, or let us know at [idealondon@wilbelab.com](mailto:idealondon@wilbelab.com)

## **Where do we collect your information from?**

We collect information in the following ways:

### **When you give it to us directly**

You may give us your information in order to sign up for one of our events

### **When you give it to us indirectly**

Your information may be shared with us by independent event organisers or investors. These independent third parties will only do so when you have indicated your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

### **When you give permission to other organisations to share or it is available publicly**

We combine the information you provide to us with information available from external sources. This is known as data-appending and enables us to contact you if you change your address, job or phone number, or didn't provide it to us. We also use this information to gain a better understanding of our supporters to improve our fundraising methods, products and services and make sure we contact you in the most relevant and appropriate way.

The information we get from other organisations depends on your privacy settings and the responses you give them. This information comes from the following sources:

**Companies** You may have provided permission for a company to share your data with

third parties, including charities. This could be when you buy a product or service, register for an online competition or sign up with a comparison site.

**Information available publicly** This may include information found in places such as Companies House or published in articles/newspapers.

### **When we collect it as you use our websites or Apps.**

Like most websites, we may use “cookies” to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They’re small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields. There are more details in the [UCL Cookie Policy](#).

In addition, the type of device you’re using and the settings on that device may provide us with information, including what type of device it is, what specific device you have, what operating system you’re using, what your device settings are, and why a crash has happened. Your device manufacturer or operating system provider will have more details about what information your device makes available to us.

We also use Google Analytics to monitor web traffic, however, this data is anonymised and we cannot identify individuals. You can find out more about Google Analytics [here](#).

### **When someone you know refers you to us.**

On occasion, someone you know, for example, friends, family or a business associate, may give us your name and contact details as someone likely to be keen to be approached to support a UCL project. We will contact you as soon as is practicable to let you know we are processing your data in this way.

### **How do we keep your data safe and who has access to it?**

Your data is stored in a secure central database, managed by the UCL Information Services Division (ISD), following industry good practice, and on the IDEALondon CRM. Where appropriate, it is held on relevant CRMs of our partners in IDEALondon.

We take appropriate measures to ensure that the personal information disclosed to us is kept secure, accurate and up-to-date and kept only for so long as is necessary for the purposes for which it is used.

Your information is only accessible by appropriately trained staff and contractors.

We may pass your information to our service providers. We always make sure there are appropriate controls in place first; the service provider will never use your data for any additional non-UCL/IDEALondon purpose. Some examples of service providers would be using an emailer service to send out personalised email newsletters, using a mailing house to send out Alumni magazines, or screening names and addresses via a data bureau to remove deceased people from our mailing list and keep addresses up-to-date.

We may occasionally share your name and contact details with selected “UCL Partners” and their associated charities. A current list of UCL partners can be viewed at the [UCL Partners website](#).

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

We never sell or swap any of your personal information.

## **Fundraising Regulator**

UCL is a voluntary member of the Fundraising Regulator and we continually review our practises to respect the privacy of our alumni and supporters.

## **Why we can collect your information and how you can tell us to stop**

The legal basis for processing your personal data is your consent, where you have provided this, and otherwise our legitimate interests. In the case of our legitimate interests to process your personal data we are required to ensure that our interests are balanced against any detriment you may face from our processing.

We may on occasion transfer your personal information to countries or jurisdictions outside the UK if necessary for the above purposes. These countries may not always provide the same level of data protection as the UK. If we do make such a transfer, we will use controls such as Privacy Shield or model contract clauses to ensure your information is protected.

You have a right to ask us to stop processing your personal data in cases where we are relying on our legitimate interests, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. You also have the right to withdraw your consent in cases where you have provided this. Contact us at [idealondon@wilbelab.com](mailto:idealondon@wilbelab.com) if you have any concerns.

### **Right of access**

If you are an IDEALondon Alumnus/Alumna and have created an account for our Alumni Online Community, you can sign into your account to access and update most of your information.

You have a right to ask for a copy of the information we hold about you and to have any inaccuracies in your information corrected. If you want to access your information, send a description of the information you want to see and proof of your identity to [idealondon@wilbelab.com](mailto:idealondon@wilbelab.com).

If you have any questions please send these to [idealondon@wilbelab.com](mailto:idealondon@wilbelab.com) and for further information see the Information Commissioner's guidance [here](#).

### **Keeping your data up-to-date**

Where possible we use publicly available sources to keep your records up to date; for example, the Post Office's National Change of Address database and information provided to us by other organisations as described above.

We appreciate it if you let us know if your contact details change.

## **Links to other websites**

idealondon.co.uk contains links to and from other websites.

This privacy policy only applies to this website and doesn't cover other services and sites that we link to.

## **Following a link to another website**

If you go to another website from this one, read the privacy policy on that website to find out what it does with your information.

## **Following a link to idealondon.co.uk from another website**

If you come to idealondon.co.uk from another website, we may receive personal information about you from the other website. You should read the privacy policy of the website you came from to find out more about this.

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