

# Privacy Notice

## 1 Introduction

The University of Exeter ("Our", "Us", "We") is a data controller and is committed to protecting customer personal data and working in accordance with all relevant data protection legislation. It is necessary for Us to collect and process data to fulfil Our contracts and deliver the products and services purchased from Us (in the case of customers), or that We have purchased (in the case of external providers). Dependent upon explicit consent, We may also provide customers with information about Our products and services. This Privacy Notice explains exactly how We process and use the data We collect.

## 2 What data do we hold?

We hold the personally identifiable information, such as the name, title, email address, home or work address and telephone number of Our customers and external providers under contract to Us. Where it has a direct bearing on booking requirements, We may also request other information pertaining to personal health and dietary preferences, and/or accessibility requirements.

Accommodation guests will be required, during the arrival and check-in process, to provide some form of contact information such as email address, home or work address and telephone number when completing their registration card, so that We can contact them in case of any damage to property, items left in bedroom, or non-return of room key. We only hold the minimum amount of data necessary.

With regard to financial data, customers who book directly through the Event Exeter website ([eventexeter.com](http://eventexeter.com)) and delegates who book through the Online Delegate Registration website will have their payment details (name, email, address, payment reference, amount paid) stored on the University of Exeter's Web Payment Management (WPM) system.

We carry out market research activities (data capture competitions, face-to-face data capture, focus groups), through which We may capture personally identifiable information.



We also carry out customer research by providing customers with access to feedback questionnaires. Although this feedback is anonymous, the questionnaires provide the opportunity for free text comments, in which a customer may supply personally identifiable information about themselves, other customers or members of staff.

There is also information about computer hardware and software that may be automatically collected when customers visit the Event Exeter website ([eventexeter.com](http://eventexeter.com)), or Our social media webpages. This information is held by the University of Exeter and relevant third party social media companies, and is accessible to Us. It can include: IP address, domain names and access times. These sites may use "cookies" to help personalise a customer's online experience. Customers have the option to accept or decline cookies. Many web browsers automatically accept cookies, but it is possible to modify browser settings to decline cookies.

### 3 How do we use your data?

We process customer personal data to enable Us to carry out Our activities in accordance with Our objectives, and for Our administrative purposes, to enable Us to fulfil Our contractual obligations.

#### Customers

Primarily We use your data to deliver the products and services that you have requested or purchased from Us. If you are an accommodation guest, We may use your data to contact you in the case of any damage to property, items left in bedroom, or non-return of room key. Dependent upon your prior consent, We also use your personally identifiable information to provide you with more information about Our products and services.

We may also publish, with your prior consent, your personally identifiable information on the Event Exeter website ([eventexeter.com](http://eventexeter.com)), or our social media webpages. This may be in the form of customer testimonials, sounds and/or images.

Some of the personal data collected through our customer feedback channels may be used as evidence that we have not fulfilled our contract with you. However, the majority of personal data contained in customer feedback will be processed on the basis that it is in Our legitimate interest to do so. This means that it is in Our and your interest to ensure that We are delivering a service that meets your expectations. Processing customer feedback allows Us, therefore, to continually improve the products and services we offer.



Any personal data collected through market research activity is used to help Us gain a better understanding of our existing customers and make more informed decisions regarding the products and services We offer.

#### External Providers

Any data held by Us is in the form of Contracts, Terms and Conditions and Service Level Agreements agreed upon and signed by you and Event Exeter.

## 4 How will we share your data?

We ensure that an appropriate internal Customer Data Terms of Use Policy is in place prior to sharing personal data.

#### Customers

Where relevant, We may share your data with other University of Exeter internal providers, within both the Professional and Academic Services, where it is directly related to the delivery of products or services you have purchased from Us. You may also be contacted directly by the University of Exeter's Finance Services, who hold personal data for invoicing purposes.

We may also share your personal data with relevant external providers under contract to Event Exeter, where it is directly related to the delivery of products or services you have purchased from Us.

Personal data received from customer feedback will only be shared with those internal and external providers to which the feedback is directly relevant. If this includes Special Category data, we will not share this data without your explicit consent.

#### External Providers

Where relevant, We may share your data with other University of Exeter internal providers, within both the Professional and Academic Services, involved in the delivery of Our products and services.

## 5 How do we protect your data?

We store data securely both on Our Servers and with contracted data processors. All staff who access the database have completed the University of Exeter's data protection training. Only customer details are accessible to staff. No payment details are accessible.

Archived paper documents are held securely on University of Exeter premises for the duration of Our retention schedule, before being disposed of as confidential waste.



The University of Exeter's Web Payment Management (WPM) system is compliant with the Payment Card Industry Data Security Standard (PCI DSS). To find out more about PCI Compliance, visit: [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org)

Our customer feedback surveys are created using contracted third-party survey companies.

Any personal data gathered through market research activities (data capture competitions, face-to-face data capture, focus groups) is held securely on the University of Exeter's servers.

Where customers have booked accommodation, tickets, etc. through a third-party website (such as Booking.com, Seetickets.com), their data is held on the secure servers of these third parties.

Any personal data used as part of ongoing marketing and publicity campaigns on Our social media webpages is held on the secure servers of these third parties. These include: Facebook, Google+, Instagram, Pinterest, Twitter and Youtube pages.

## 6 How long do we keep your data?

### Customers

We retain your data for no longer than six years after the date of your final booking with Us. After this period, all customer data is deleted or anonymised. However, while you continue to be a current customer of Event Exeter, or have outstanding charges or invoices, We will retain all data relating to your past, present and future bookings. This conforms to government guidance set out in the UK's Limitation Act 1980, which stipulates that six years is the maximum period for which past customer data should be retained.

For those instances where your booking was made through a third party, see the specific online Privacy Notice of the third party for details of their own individual policies. For more information on your rights under the Limitation Act 1980, visit [www.legislation.gov.uk](http://www.legislation.gov.uk).

## 7 Your rights and preferences

If you no longer wish to receive communications by post, telephone or email, please contact Event Exeter on 0300 555 0214 or [eventexeter@exeter.ac.uk](mailto:eventexeter@exeter.ac.uk), specifying which communication channels you wish to unsubscribe from, or click on the unsubscribe link in any of Our communications or websites.



This Privacy Notice will be kept under review. Any changes will be updated on our website and communicated to you as appropriate. This Privacy Notice was last updated in January 2025.

You have the right to:

- ask to see, correct, or request deletion of, the data we hold about you
- object to specific data uses, as described above
- object to receiving communications and direct marketing.

## 8 Further Information

The University of Exeter's Data Protection Officer is responsible for monitoring compliance with relevant legislation in relation to personal data and can be contacted at [dataprotection@exeter.ac.uk](mailto:dataprotection@exeter.ac.uk). You can also contact the DPO if you have any queries or concerns about Event Exeter's processing of your personal data. You have the right to lodge a complaint with the Information Commissioner's Office at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns).

