GDPR and the UCAS Scanning Service 2018

GDPR

General Data Protection Regulation (GDPR) – scanning service

UCAS has received a number of enquiries from exhibitors about the General Data Protection Regulation (GDPR), specifically:

- whether the scanning service is GDPR compliant
- what students are told about uses of their personal data when they register to attend a UCAS event

This guidance note outlines the registration and consent process, and the steps exhibitors may wish to take to satisfy GDPR requirements.

Privacy policy

Events registration process

When students register to attend a UCAS event, they're required to confirm within the registration process that they've read and understood the UCAS [privacy policy](#).

The privacy policy includes a section on UCAS events, and explains how UCAS uses the personal data students provide to us, how they can share it with exhibitors, and what's shared.

In addition to the information provided within the privacy policy, the registration process also clarifies that if students want to share their personal data with exhibitors, and receive messages from them, they should scan their barcode at the exhibitors stand. By doing so, they're consenting to receive communications from exhibitors about opportunities that may interest them.

Providing this information in the registration process and privacy policy, and ensuring a pro-active method is used to share personal data, meets the consent requirements of the GDPR.

We also confirm that we share the communication channel preferences provided to UCAS for exhibitors to consider when contacting them.

The relevant section of the registration process is provided in the next slide.

Registration

How we use your information

When you register to attend an event, we'll keep you updated on all you need to know for your visit. We'll also use the information you've shared with us to email you relevant information about your chosen career path.

✗ Would you like us to include information and advice about possible careers and study options from our carefully selected third parties, such as universities, colleges, training providers, and employers?

Please select...

✗ Would you like to also receive information and advice from commercial partners about student discounts, deals, and offers?

Please select...

Just so you know, your data is safe with us and **we never pass your details to third parties for marketing purposes without your permission**. You can change your mind and update your personal details and preferences at any time. For more information on how we treat your personal data, including how to opt out, take a look at our privacy policy

Scanning your ticket to receive information from event exhibitors

The email you receive once you complete your booking will include a ticket with a barcode on it that will identify you. When you arrive at the event, we will scan the barcode so we know you've arrived. Keep your ticket handy and if you'd like to receive further communications from an exhibitor, get them to scan your ticket at their stand. By doing this, you give us your permission to provide your chosen exhibitors with your registration information (including email, mobile number, and postal address), so they can send you things like course details and invites to open days. We will also use this information to help make sure that any further communications you opt to receive from UCAS are relevant and of interest to you. If you do not want an exhibitor to have your contact details, do not allow them to scan your ticket.

Terms and conditions of booking

Before completing your event registration, please read our booking terms and conditions and our privacy policy.

✗ ☐ I agree to the booking terms and conditions

✗ ☐ I have read and understood the privacy policy

Click next to proceed.

❮ Back

Next ❯

Channel preferences

Communications channel preferences

UCAS' privacy policy tells students that we'll share the communication channel preferences they've provided to UCAS with exhibitors, which may be used to decide how they're contacted.

Some exhibitors have considered whether they should specifically record communications for themselves. If exhibitors require additional assurance in ensuring they've captured the channel preferences of students, these preferences can be captured using the tags available through the notes field in the app tool.

UCAS
Media

Privacy policy

Your privacy obligations

Once the personal data is shared with exhibitors, you'll be responsible for Data Protection compliance. The GDPR contains numerous provisions, but at a minimum you should make sure you:

- provide information about how you use personal information promptly. This could be done by providing a link to your privacy policy in your first communication
- ensure you have a simple process for students to opt-out of receiving communications from you

We'll continue to monitor guidance from the Information Commissioner's Office on the General Data Protection Regulation, and share anything relevant. However, if you have further concerns, please contact datagovernance@ucas.ac.uk.