

Understanding how you can use data from your profile page at UCAS Discovery virtual event.

When an attendee visits your profile page and associated assets (virtual tour or webcast) , this means you have permission to contact them via their preferred communication method(s). This is communicated to attendees in a transparent manner when they pre-register for an event.

When attendees pre-register, we ask how they'd prefer to be contacted by the exhibitors during or after the event – by email, post, or SMS. We then include this data as part of your report, which is available through www.ucas.com/providers. You'll find the preferences provided under the following columns:

- Communication Channel SMS
- Communication Channel Email
- Communication Channel Post

You can use these preferences to tailor your first post-event communications with normal marketing opt-out options. Your report also provides a date and timestamp of when each attendee first visited your content so that you have evidence of when they were active in your area of content.

The preferences chosen will define how you can communicate with contacts; to be compliant with data protection requirement you will need to provide a clear method for any customer you contact to enable them to update their preferences or opt out of future marketing.

The details below relate to the exhibitor opt-ins:

This opt in information and communication types are used for exhibitor data management. All attendees of the virtual exhibition are automatically opted in as part of the provision of the exhibition and must specify their preferred communication type as per the image below.

How would you like exhibitors to contact you?

All
 Email
 Post
 SMS

If you access an exhibition space or the content of one of our exhibitors, they will receive your contact details and details of the subjects that you are interested in. This will enable them to send you info about course details and open days you may be interested in. The very nature of a virtual event is to find information and make connections with exhibitors. You will have the opportunity to opt out of exhibitor communications once they have made contact with you.

Privacy policy

Further to the above, UCAS' privacy policy tells students that we will share the communication channel preferences they provided to UCAS with exhibitors, which may then be used to send relevant materials. For more information, please view our privacy policy at <https://www.ucas.com/about-us/policies/privacy-policies-and-declarations/ucas-privacy-policy>.

GDPR consent

All student, parent and adviser communication preferences are detailed in the virtual event reporting. Preferences are not collected for fellow exhibitors.

When making your initial contact with attendees you may want to use this as an opportunity to check which channels they are happy to receive communications through. Please note that you will then need to put in place your own processes to manage their ongoing communications preferences and ensure data protection compliance.

When an individual participates in an event they have made an affirmative action to consent to marketing activity. As noted in our registration form and privacy notice students are aware that this action will allow their information to be shared with an exhibitor for marketing purposes.

What do we do to make sure the data you collect is accurate?

- We ensure your data is stored securely – all accounts, where you download data, are accessed through a secure UCAS online portal, which requires a login and password.
- We monitor data integrity – our analysts monitor data integrity to ensure it is accurate.

Contact us

If you have any questions about the data compliance of events, please contact the Information Governance Team E: datagovernance@ucas.ac.uk

If you have an urgent enquiry, please contact the Events Team: E: Events@ucas.ac.uk.