

## Communications

Please note, this is *not* a stand-alone document. To understand this Privacy Notice, and how we use your personal data when you interact with us, this document should be read alongside CEI's full Privacy Policy here: <https://www.ceiglobal.org/privacy-policy>

### 1. How personal information is obtained

Collection of your personal information within communications work will be via one or more of the following:

- When you register or sign up for the CEI mailing list, events, newsletters or publications on our website or via direct contact from yourself
- When you complete a CEI survey which may be on the CEI website, a link we have sent you in an email or direct message, a link to a survey that has been sent on our behalf via an email or other industry newsletter or forum, or a link to the survey from an external website or social media platform
- When we communicate with you to required direct feedback from you which may be via email, direct message, unified communications or social media platform
- From your posts and communications posted on our website or on social media platforms either directly to CEI or separate to CEI where publicly available
- During our work to monitor content and communications with us via each of the platforms and technologies we employ in our communications work
- We collect information from publicly available sources and from individuals who have made us aware of yourself where we have identified you as a relevant stakeholder in the pursuit of public good and societal benefit in alignment with the work conducted and produced by CEI
- From events location/space service providers to accommodate for any needs or requirements
- When we record you at an event either foreground or background depending on the circumstances of the recording taking place (we will also provide a Privacy Notice at the events location)
- External event registration locations
- Where relevant, when we take payment from you

We use third party providers to deliver our e-newsletters, manage event registrations and sign-ups, edit and possibly transcribe recorded footage and to take payments where required. These third parties gather further personal information on behalf of CEI in conjunction with their services to CEI.

We also gather statistics around email opening, clicks, event attendance, engagement levels and events management using industry standard technologies to help us monitor and improve our communications work.

CEI maintains Data Processing Agreements with all third-party providers where personal data is being collected and processed on CEI's behalf.

### 2. Types of personal information obtained

#### Communications

There are a variety of ways and reasons we communicate with you which are outlined in sections 2 & 3 of this Privacy Notice. In order to achieve our objectives, we will collect one or more of the following categories of your personal data within the communications work we conduct:

- Name(s), Email Address, Phone number
- Job Title, occupation, place of work, employer
- Information captured in emails, surveys and communications
- Opinions you have expressed to us which are relevant to a project objective

- Publicly available personal information (e.g. from websites and social media platforms)
- Social media handles and publicly expressed content
- Videos of you where you are in the background when you attend an in-person event we are recording
- Videos of you where you are acting as a speaker for our work or being interviewed on camera as an attendee of an event CEI is holding
- Accessibility and/or dietary needs/preferences (in relation to events management)
- Payment details managed by a third party payment provider

### 3. Why we collect your information and what we use it for

To complete the objectives of CEI, communications is fundamental to its success. Communications work comprises of gathering and dispensing information for a variety of purposes. Using personal information is important to deliver on CEI's communications strategy.

The reasons we use your personal data for communications work, which will depend on how we capture your personal information, includes:

- To send you information about online and offline events
- To invite you to attend and/or register you for an online or offline event
- To manage your data in context of an event which may mean taking payment, alerting you to issues, reviewing your application to the event and sending you updates about the event
- To add you to the CEI list of sector related stakeholders once you have registered for an event, to receive communication from us or registered an interest from another source
- To send you our newsletter and relevant ad hoc updates including latest news, blogs, programme updates, research projects, research publications, event details, recruitment and funding opportunities
- To gather and use survey answers which you have completed
- To identify if you are a relevant sector stakeholder from publicly available information on websites and social media accounts
- Where you have been identified as a sector stakeholder, to invite you and to allow you to participate in interviews, forums, panels, focus groups, research reviews and research projects as a Research Participant or industry expert
- To transcribe audio captured from any recorded interviews, workshops or focus groups we have with you as a participant
- Quoting you in documentation where we have found your information from publicly available sources
- Gaining permission from you to use a quote you have provided in communication with us
- To gather opinion from on the work and activities we are conducting
- To request referral to other sector relevant stakeholders you may have awareness of
- To make contact with you where we have identified a match to your skillset and/or opinion to a particular project and invite further consultation
- To identify you in our data lists and take any required actions where we have received a data subject rights request from you
- To understand and if appropriate take action where CEI is under any legal or regulatory obligations regarding the uses of your data
- To use in promotional collateral and material as still images or videos where we have either sought your permission to do so or you have verbally agreed have an ad hoc photo taken or to participate in an on-camera interview at a CEI event you are attending (you may appear in the background and be recognisable)
- To allow for accessibility and dietary needs/requirements at our events
- To improve upon previous communications work and activities, to develop capacity and the ability for CEI to perform its service to society

If you no longer want to receive marketing communications from us, you can unsubscribe from our mailing list at any time by please clicking the unsubscribe link, at the bottom of our emails or by emailing

[dpo@theevidencequarter.com](mailto:dpo@theevidencequarter.com) detailing your name and email address, and indicating that this is in relation to the unsubscribing.

#### 4. Lawful Basis for Processing

We process personal information for our communications work based on different legal bases:

- Legitimate Interest: We may rely on our legitimate interests to process your personal data, provided that such interests are not overridden by your interests, fundamental rights, or freedoms. In particular, we may process your personal data with reliance on a legitimate interest where we have identified you as a relevant stakeholder in the Higher Education sector and in the effective and lawful operation of our businesses, maintenance of our relationships with collaborative organisations, and the effective delivery of information and services we may provide to you. We may have other legitimate interests and, if so, we will make clear what those interests are at the relevant point in time.
- Consent: We may rely on the consent that you provide us at the point of collection of your personal data to use such information for the purposes outlined herein. For example, you may have agreed to receive marketing materials such as our electronic newsletters (you are able to opt-out or unsubscribe at any time).
- Public Task: From time-to-time when we carry out communications activities, we may have to process personal data to perform a task that's in the public interest or in the exercise of a CEI funder's official authority.
- Legal: We may process your personal data if necessary for us to comply with a legal obligation arising under an applicable law to which we are subject.

#### 5. How Long we store your personal information

We will only keep personal information for as long as it is needed to fulfil the purpose for which it was collected. If you have provided consent for us to use your information for our communications work, we will retain your information until you withdraw that consent. Where we have not relied on consent for the processing of your information, where you indicate to us you no longer wish for us to retain your information, we will delete your information.

If you attend one of our events, we will use your information for the purpose of the event and will only contact you for any other purpose if you have said we can. We will retain your personal information collected for the purpose of the event for 3 years for evaluation and organisation development purposes to help us understand our audience and reach, and to improve future events.

We review all Communication's activities lists on an annual basis and delete, update or request confirmation of accuracy of data and/or preferences where appropriate or required.