

Collegiate AC Ltd

Privacy Notice for End Customers

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1. Introduction

Collegiate AC Ltd and its subsidiaries and associated companies (“Collegiate”, “Collegiate UK”, “we”, “our”) is committed to protecting the privacy and security of the personal data we collect about end customers and users of our services (“you/your”).

The purpose of this privacy notice is to explain what personal data we collect about you when you use our website or interact with us at an in-person event or online. When we do this, we are the data controller.

Please read this privacy notice carefully as it provides important information about how we handle your personal information and your rights. If you have any questions about any aspect of this privacy notice you can contact us using the information provided below or by emailing us at dpt@collegiate-ac.com.

2. What is personal data?

‘Personal data’ is any information from which you can be identified, either directly or indirectly. For example, your name or an online identifier.

'Special category personal data' is more sensitive personal data and includes information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purposes of uniquely identifying someone, data concerning physical or mental health or data concerning someone's sex life or sexual orientation.

3. Personal data we collect

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

The personal data we collect includes:

Information you give us

- Name
- Email address
- Phone number
- Any details contained within your query/correspondence

Information we collect about you

Upon each visit to our site we may collect the following information:

- technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system, platform, device, language and geographical location;
- in some circumstances, your age and gender, via our third party advertisers;
- information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products and/or services you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, mouse-overs, and user journey flow), methods used to browse away from the page, and any phone number used to call our customer service number.

To learn more about the cookies used to collect this information please visit our [Cookies Policy](#).

4. How we collect your personal data

We collect all of this personal data directly from you—in person at one of our events (such as housing fairs), by telephone, WhatsApp, text or email and/or via our website. In addition, this may include social media channels, such as TikTok, Instagram, Facebook, Snapchat and Twitter.

5. Purposes for which we use your personal data and the lawful basis

When providing services to you, we may use your personal data for the following purposes and on the following lawful bases:

Purpose	Lawful Basis for Processing
To provide you with information about accommodation and other services that we offer.	We will obtain your consent to process your personal data for this purpose.
To improve and secure our site.	This processing is necessary for our legitimate interests (for running our business, the provision of administration and IT services, network security, to prevent fraud and in the context of a business re-organisation or group restructuring exercise).
To provide you with full access to our site and services	This processing is necessary for our legitimate interests to allow you to participate in interactive features of our service.
To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you. We, or our third-party advertisers, may use your age or gender to determine whether advertising is relevant to you.	We will obtain your consent to process your personal data for this purpose.

Where personal data is processed because it is necessary for the performance of a contract to which you are a party, we will be unable to provide our services without the required information.

6. Sharing your personal data

Your Personal Data may be shared with any members of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006, and our Affiliates. Affiliate means any other entity that, directly or indirectly through one or more intermediaries, controls, is controlled by, or is under common control with, us.

7. International Transfers

When we collect your personal data, it may be processed outside the UK. This is because the organisations we use to provide our services to you are located in other countries.

We have taken appropriate steps to ensure that where personal data processed outside the UK, it has an essentially equivalent level of protection as it has within the UK. We do this by ensuring that:

- Your personal data is only processed in a country which the Secretary of State has confirmed has an adequate level of protection (an adequacy regulation); or
- We enter into either International Data Transfer Agreements (IDTAs) or Standard Contractual Clauses (SCCs) (with the UK Addendum) with the receiving organisations and ensure that supplementary measures are also applied, where necessary.

8. How long we keep your personal data

We will retain your personal data for as long as is necessary to provide you with our services and for a reasonable period thereafter to enable us to meet our contractual and legal obligations and to deal with complaints and claims.

At the end of the retention period, your personal data will be securely deleted or anonymised.

9. Security of your personal data

We have implemented appropriate technical and organisational measures to safeguard your personal data and protect it from accidental or unlawful destruction, loss or alteration and from unauthorised disclosure or access.

In addition to the technical and organisational measures we have put in place, there are a number of simple things you can do to in order to further protect your personal information, such as;

1. Never share a One Time Passcode (OTP).
2. Never enter your details after clicking on a link in an email or text message.
3. Always send confidential information by encrypted email where possible this reduces the risk of interception.
4. If you're logged into any online service do not leave your computer unattended.
5. Close down your internet browser once you've logged off.
6. Never download software or let anyone log on to your computer or devices remotely, during or after a cold call.

Secure Online Services

You can easily identify secure websites by looking at the address in the top of your browser which will begin <https://> rather than <http://>.

10. Your rights

You have certain rights in relation to the processing of your personal data, including to:

- **Request access** to your personal data (commonly known as a "Subject Access Request"). This enables you to receive a copy of the personal data we hold about you.
- **Request rectification** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. If you object to us using your personal data for marketing purposes we will stop sending you marketing material.
- **Request the restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data, for example if you want us to establish its accuracy or the reason for processing it.

- **Request the transfer** of your personal data to another party (data portability).
- **Automated decision-making.** You have the right not to be subject to a decision based solely on automated processing which will significantly affect you. We do not use automated decision-making.

Right to withdraw consent

In the circumstances where you may have provided your consent to the processing of your personal data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we are permitted by law to do so.

How to exercise your rights

You will not usually need to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances. If you wish to exercise your rights, please contact us at dpt@collegiate-ac.com.

11. How to complain

You have the right to lodge a complaint with the supervisory authority, if you believe we are infringing the UK data protection laws or you are concerned about the way in which we are handling your personal data. The supervisory authority in the UK is the Information Commissioner's Office who can be contacted online at:

- [Contact us | ICO](#)
- Or by telephone on 0303 123 1113

12. How to contact us

If you wish to contact us in relation to this privacy notice or if you wish to exercise any of your rights outlined above, then please address your correspondence to:

Unit 8, Home Farm

Ardington

Wantage

OX12 8PD

Alternatively, you can email us at dpt@collegiate-ac.com

We have also appointed a Data protection Officer (“DPO”). Our DPO can be contacted by emailing dpt@collegiate-ac.com or via our postal address. If sending correspondence to our postal address, please mark the envelope to the ‘Data Protection Officer’.