

## **RVC Community Relations Privacy Notice**

A privacy notice is a statement that discloses some or all of the ways we as a 'Data Controller': gather, use, disclose, and manage your personal data.

### **What is a 'Data Controller'?**

The Data Controller is the body – in this case the RVC – that determines the purposes for which and the manner in which any personal data are, or are to be, processed.

### **What is 'personal data'?**

Under UK Data Protection Law "Personal data" means any information relating to an identified or identifiable living individual. "Identifiable living individual" means a living individual who can be identified, directly or indirectly, in particular by reference to (a) an identifier such as a name, an identification number, location data or an online identifier, or (b) one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of the individual.

### **What is a 'data subject'?**

A 'data subject' is a natural living person whose personal **data** is processed by a **controller** or processor. So when we hold and process personal data about our clients they are 'data subjects'.

### **What is 'Special Category Data'?**

The law provides a separate definition for "Special Category Data". This relates to information concerning a data subject's racial or ethnic origin, political opinions, religious beliefs, trade union activities, physical or mental health, sexual life, or details of criminal offences. You can expect the RVC to put in place additional safeguards when processing any Special Category Data that we obtain from you and to ensure that we have a robust legal bases for doing so.

### **This Privacy Notice and the RVC's data protection obligations under UK Data Protection Law.**

The RVC will use your personal data to carry out the necessary tasks for the administration and management of your interactions with the RVC. This is likely to include your contact details, payment details, and details of your engagements and relations with the RVC and its events and services. It may also include a record of your consent to be contacted by the RVC for a range of purposes which may include: events or services relevant to you as a member of the Community or to the care of your companion, working or production animal, requests to take part in research studies in support of veterinary medicine or communications from the Animal Care Trust which is a charity that supports our activities. In certain circumstances we may be obliged to share your information with third parties such the police or the courts.

In doing so the RVC is defined as a **Data Controller** in UK Data Protection Law and this means that we are legally responsible for the personal data we collect and hold about you.

One of our responsibilities is to tell you in more details about the different ways in which we use your personal data. This Privacy Notice is designed to provide further information about these uses now if you are a client of the RVC's veterinary services. In addition to the information in this notice, you may be given further information about the uses of your personal data when you use specific services and facilities offered by the RVC.

## **The Directorate of External Relations (DER)**

("We") are committed to protecting your privacy, keeping your data safe and not doing anything with it that you wouldn't reasonably expect. This statement describes how we collect and use personal information. The terms of this statement may change, so please check it from time to time- you can see the date it was last changed above.

Anything we do with your data is to aid our communication with you, keep you informed about our activities and generally manage our relationship with you.

If you have any questions, please contact us at E-mail: [communityrelations@rvc.ac.uk](mailto:communityrelations@rvc.ac.uk)  
Or call us on +44(0) 1707 669642

### **How we use your personal data.**

#### **Community Relations**

We collect your contact information 'personal data' when it is provided by you in order to administer your relationship with us. This would mainly comprise your name, address, e-mail address and telephone number.

In addition we may also record or capture and cross reference from our other databases the following information in order to help tailor our communications and relationship with you:

- If you are a member of a local community group or organisation:
  - The name of the group you are a member of
  - Your relationship to that group (i.e. Member, Trustee, Committee member)
- For membership services, such as the 'Hawkshead Lane Residents Members' Group:
  - Membership details – ID number, expiry and renewal dates
- For the Hawkshead Lane Residents Bus Service:
  - Contact details
  - Your Date of Birth to establish eligibility
  - Your Next of kin details in case of an emergency
- If you have been a client in one of our hospitals:
  - Which species of animal you own
  - Which team you visited
- If you have attended a previous event at the RVC:
  - Which event you attended
  - How was your experience

We get the majority of our information directly from you but also where permitted to do so from other RVC databases (for example the Hospitals databases) and departments (such as our RVC Access team or Bolton's Park Farm).

We occasionally 'cleanse' and improve our data and this involves sending all data held by us to a third party supplier who checks it against publically available on addresses. This means we will be notified if any of our community members have moved house (and they will send us a new address if possible) or if they have died. The information we collects helps us to build a profile of our members which enables us to tailor our communications so we do not overburden you with too many or irrelevant communications. It also allows us to target our resources effectively which as a Data Controller, a Charity and a recipient of public funding we are required to do.

We only use trusted and carefully-selected third party suppliers who will do nothing with the data other than what we have asked them to do for the benefit of the RVC.

Essentially we use all information provided by you to service and improve our relationship with you. This would include:

- Informing you of relevant news from the RVC
- Inviting you to relevant events at the RVC

### **Safety and Security**

If you are on the RVC's premises including parking areas at either of our site (Hawkshead Lane or Camden) then your images and those of your car may be captured on CCTV. We do this in order to keep our premises and their contents secure and help ensure the safety of both our clients, patients, staff and students.

### **Promotional, operational and educational materials / filming and photography**

Images (film or photography) maybe captured incidentally by us or by third parties (such as the BBC) at events or on Campus or more formally with your consent for promotional materials for a variety of applications including print, broadcast, and digital. In some situations your image may also be captured in crowds/background. We will endeavour to clearly signpost when filming or photography is taking place but please be aware that these images may be used. From time to time we may also take individual photographs of clients and in this case, we would seek your permission to use such images.

### **Systems and Services**

**IT systems:** Our IT support services and third party software suppliers such as The Access Group and Buffalo will from time to time have access to your personal data in the course of their normal maintenance, testing and development functions, as well as to facilitate our relationship with you for example creating new reports to enhance our relationships, profiles and enabling us to understand our data and target our correspondence with you in the most appropriate manner.

### **Our legal bases for processing your personal data**

Where we are processing your personal data for the purposes of the RVC Bus Scheme we are providing to you we do so on the legal bases of *contract*.

Where we are processing your data for other purposes for which we have sought your consent (e.g. marketing, events, fundraising) then the legal bases for processing that data is the *consent* that you have provided.

If we are obligated to share your personal data with the police, relevant bodies such as the RSPCA or the courts then having confirmed that there is a legitimate bases for sharing we will do so on the bases of *legal obligation*.

If we have robust grounds for suspecting animal cruelty of abuse then we will share your personal data with the relevant bodies (e.g. The police or the local authority inspector) on the bases of our legitimate interests as a provider of Veterinary medicine.

Where we share information with third parties they will be considered Data Processors and we will ensure that they are compliant with their obligations under UK Data Protection Law.

### **How long will we keep your personal data?**

Where we are processing your personal data for the provision of a service we will keep for as long as we continue to provide that service to you.

Where we are processing your data for other purposes for which we have sought your consent (e.g. marketing, research) then we will keep it for as long as we continue to have your consent.

We will update our records by re seeking consent on a regular basis or through you telling us you no longer wish us to process your data (you may use unsubscribe options on emails) or email: [communityrelations@rvc.ac.uk](mailto:communityrelations@rvc.ac.uk)

### **How can I access my personal information and exercise my other rights in relation to personal data that the RVC holds about me.**

Under UK Data Protection Law you have the right, subject to certain exemptions, to access the personal data that is held about you. You also have a range of further rights as follows:

- Right to be informed;
- Right of Rectification;
- Right of Erasure,
- Right to be Forgotten;
- Right to Restrict Processing;
- Right to Data Portability;
- Right to Object;
- Rights in relation to Automated Decision Making and Profiling.

Details of your rights are set out in more detail in the RVC's Data Protection policy which can be found on our [website](#).

### **Who regulates the use of my personal information?**

The College maintains a data protection registration with the Information Commissioner's Office, the independent authority which oversees compliance with Data Protection Law. The RVC's registration number is Z6779018. Please see the [Information Commissioners Office](#) website for details.

### **Who do I contact with questions?**

If you have any questions or concerns about how your personal data is used, or you wish to exercise one of the rights outlines above please contact the College's Data Protection Officer: [data@rvc.ac.uk](mailto:data@rvc.ac.uk)

Further information, including our Data Protection Policy, can also be found on our website

Author:	College Secretary
Owner:	External Relations
Version:	1.0
Date:	January 2020
Review:	Annual or as required.