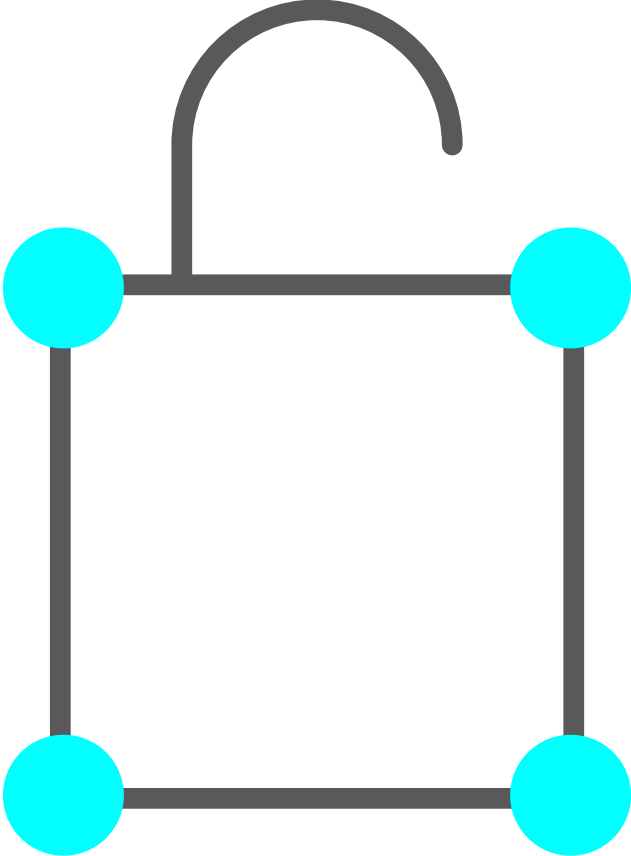
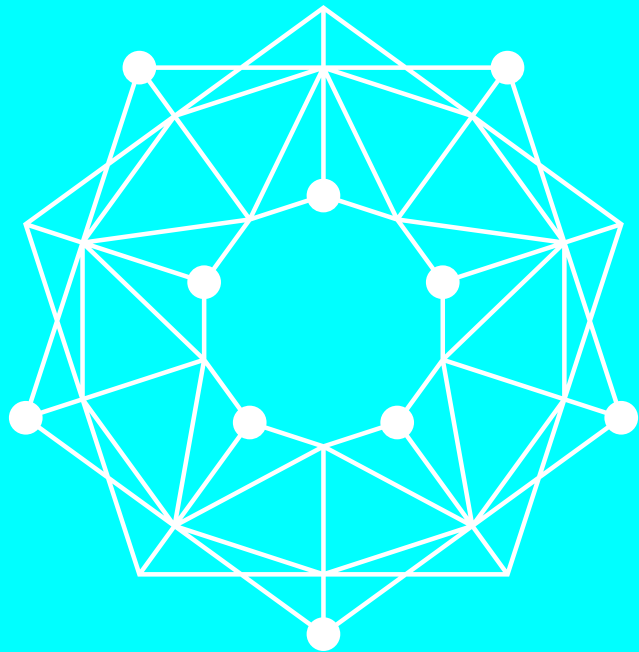


# Privacy notice



**YORK  
BIOTECH  
CAMPUS**



**Your privacy is important to us and we are committed to protecting it. The primary purpose of the York Biotech Campus website, [www.yorkbiotechcampus.com](http://www.yorkbiotechcampus.com), is to be a resource to help visitors learn more about our organisation. We take care to protect the privacy of customers and users of the site and, if we do ask you to provide certain information, then you can be assured that it will only be used in accordance with this privacy notice. The notice applies to all visitors to this website.**

York Biotech Campus is committed to protecting your privacy and complying with the General Data Protection Regulation (“GDPR”) and the Data Protection Act 2018 (“DPA 2018”). This Privacy Notice sets out your rights, and the basis by which we collect, use and disclose the personal data on you. York Biotech Campus will always aim to be transparent about how we process personal data.

Capita plc (of 30 Berners Street, London W1T 3LR) is the Data Controller for your personal information. Capita’s Data Protection Officer can be contacted at [privacy@capita.com](mailto:privacy@capita.com).

## YOUR RIGHTS

You are entitled to know whether we hold personal data about you and, if we do, to have access to that personal data and request that it be corrected if it is inaccurate. You can also choose to manage the marketing communications you receive by using opt-out mechanisms in emails we send to you. In such cases, we will retain the minimum personal data necessary to record that you opted out, in order to avoid contacting you again.

If you have submitted personal information through this website and wish us to cease using it for the purposes submitted, please contact [privacy@capita.com](mailto:privacy@capita.com).

This notice sets out how we collect and process information about visitors to [www.yorkbiotechcampus.com](http://www.yorkbiotechcampus.com).

## HOW DO WE COLLECT INFORMATION FROM YOU?

We collect information on this website and through 3rd party platforms in two ways:

1. information which is collected and stored during normal use of the site, such as your IP address and the pages you visited
2. when you opt to submit personal information, in order for us to send you further information or email alerts; when you request to view certain content, such as brochures, or when you register for an event, conference or webinar.

## WHAT INFORMATION DO WE COLLECT?

The information we might collect and process about you includes:

- Your basic identification and contact details. This may include your name, company, address, telephone number, email address and other information that you provide us
- Information about your computer, such as your IP address, operating system and browser type
- Information about your customer relationship with us. This may include information about events you have attended, and feedback you have given us
- Details of your visits to our website, the pages you view and resources you access or download. Please see our section on Google Analytics below and our separate cookie policy for more information
- Details of the actions you take within emails we have sent you, for example, which content you click through to read on our website
- Information that you choose to provide by filling in a form on our website, including subscribing to newsletters and alerts, registering for a conference, or requesting content, such as a brochure
- If you contact us with an enquiry, or for information, we may keep a record of that correspondence
- We may ask you to complete surveys that we use for research purposes, although you do not have to respond to them
- We may collect personal information when we meet you face to face or when you contact us either on the telephone or in writing.

When this information relates to or identifies you, it is treated as 'personal data'.

## INFORMATION WE RECEIVE FROM THIRD PARTIES

We may collect information about you from third parties that we work with for the purposes of delivering to you the services that you request from us. For example, we may engage third parties for online event registration and further information requests systems; these entities will collect information directly from you on our behalf.

## HOW IS THE INFORMATION USED AND WHY IS IT BEING COLLECTED?

We may use your personal information in the following ways:

- we analyse browsing activity data to understand how people use the features and functions of our website to identify improvement so that we can provide you with a better website experience
- we analyse how you interact with website and email content to enable us to provide you with better and more relevant content
- to fulfil your requests for more information, white papers, articles, alerts, newsletters or other content. Pages that collect this type of information may provide further information as to why your data is needed and how it will be used
- for surveys or research questionnaires to help improve our content or our services to you
- to contact you for marketing purposes where you have agreed to this.

## WHAT IS THE LEGAL BASIS WHICH ALLOWS US TO USE YOUR INFORMATION IN A CERTAIN WAY?

### Legitimate purpose

- We collect and use your personal information for the legitimate business purposes of communicating with you to deal with your enquiries, fulfilling your requests for services and information, sending you communications which you have requested, notifying you of changes to our services and monitoring behaviour on our website to improve your browsing experience, help us to improve our website and make our marketing campaigns more relevant.

## Consent

- We may also use your personal information where you give us your express consent, for example when you provide consent to receive marketing materials.

You have a right to object to York Biotech Campus processing your personal information and if you wish to object, please contact us at [privacy@capita.com](mailto:privacy@capita.com).

## WHO WILL THE INFORMATION BE SHARED WITH?

In connection with any request or enquiry you make, your information will be passed directly to the relevant business unit within York Biotech Campus and nowhere else.

By submitting your personal information through this website, you are consenting to it being processed in the manner described above.

We will not share your personal information with any third party, outside of York Biotech Campus, that intends to use it for direct marketing purposes, unless we have specifically informed you and you have given us specific permission to do this.

We may use third parties, like service providers, agents or contractors to provide support and administration assistance for the internal operations of our websites, event registration systems, applications and online advertisements.

These third parties may come into contact with your personal information in the course of providing their services to us. They must provide equivalent levels of security for your personal information as York Biotech Campus and, where required, are bound by a legal agreement to keep your personal information private, secure and to process it only on the specific instructions of Capita.

## **WHERE MIGHT YOU TRANSFER MY INFORMATION OUTSIDE THE UK?**

We store certain personal information linked to your browsing experience in the UK or the European Economic Area. If we need to transfer your personal data to countries outside the European Economic Area, we will ensure that such transfers are compliant with the GDPR and DPA 2018. Appropriate measures will be put in place to keep your personal data secure.

## **HOW LONG DO YOU KEEP HOLD OF MY INFORMATION?**

York Biotech Campus adheres to the Capita Data Retention Policy which mandates how long records, including personal data, must be retained. Retention periods are determined by legislation and business requirements. In most cases we will hold your data for up to 3 years after last contact, unless we have a legitimate business need or regulatory obligation which requires that we hold this data for a superseding period of time.

All information will be kept securely on our systems. All personal data will be held in accordance with the Capita Data Retention policy.

## **SECURITY**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **GOOGLE ANALYTICS**

We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on.

This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (eg, your name or address) so this information cannot be used to identify who you are.

We have also implemented Google Analytics Demographics and Interest Reporting. This is used to gain an insight into the age, gender and interests of our users to help us make decisions on how to improve the website in the future. Users can opt out of this reporting by visiting <http://www.google.com/settings/ads>.

You can find out more about Google's position on privacy as regards its analytics service at <https://support.google.com/analytics/answer/6004245?hl=en-GB>.

Visitors may choose to opt-out of Google Analytics tracking with the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout/>. You may also disable tracking cookies by clicking the privacy settings link in the bottom right of the page.

Read about how we use Cookies on our website at <https://www.capita.com/cookies>.

## **LINKS TO OTHER WEBSITES**

Our website also contains links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and such sites are not governed by this privacy notice. You should always look at the privacy notice applicable to the website in question.

## **THE RIGHT TO COMPLAIN**

If you have any concerns or complaints regarding the processing of your personal data, or our compliance with the GDPR and DPA 2018, you should contact Capita's Data Protection Officer at [privacy@capita.com](mailto:privacy@capita.com).

## **YOU ALSO HAVE THE RIGHT TO LODGE A COMPLAINT WITH THE SUPERVISORY AUTHORITY**

Their contact details in the UK are:

**Website** [www.ico.org.uk](http://www.ico.org.uk)

**Telephone** 0303 123 1113

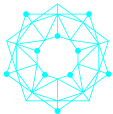
**Postal address** Information Commissioner's Office,  
Wycliffe House, Water Lane, Wilmslow, Cheshire  
SK9 5AF

## **CHANGES TO OUR PRIVACY NOTICE**

York Biotech Campus may change this notice by updating this document. You should check it from time to time to ensure that you are happy with any changes. This privacy notice is effective from June 2020.

## **CONTACTING US**

If you can't find what you're looking for here, or have a concern about our use of your personal data, please email us at [privacy@capita.com](mailto:privacy@capita.com).



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