

## PRIVACY NOTICE

### Introduction

Here at Goodenough College we are committed to protecting your personal information and being transparent about what information we hold about you.

The purpose of this notice is to give you a clear explanation about how Goodenough College and all of its subsidiaries comply with data protection laws in the UK (General Data Protection Regulation), how we collect, manage and use the personal information you provide us with and what information we might collect or share with third parties.

This privacy notice is in addition to the College's GDPR Policy and [Cookie policy](#) and applies specifically to information held about our clients, suppliers and partner organisations.

### 1. Who we are

Goodenough College Events and Venue Hire is a subsidiary of Goodenough College, a registered charity, which provides residential accommodation for postgraduates from the UK and all over the world who are studying in London. Proceeds from our commercial activities help further the College's aims to provide a safe and caring community that allows our Members to expand their horizons academically, socially and culturally and strengthen the lifelong community spirit all over the world.

### 2. How we collect information about you

#### Information you give us personally

When you make an enquiry you will usually provide us with your personal contact details. Even if you do not go through with a booking, we will keep a record of your enquiry and will also ask if you are happy for us to stay in touch with you. We will update our records when you inform us of any changes or when you make a new booking.

#### Information from Goodenough Club

Goodenough Club is a 4 star hotel that is part of the College. The Club may share information with us if our clients choose to book accommodation with them and we may share your data with them. This enables us to streamline the full aspects of your booking at the College.

#### Information from third party providers

We may also receive your data through third party providers you have authorised to share your data with us e.g. at an exhibition or networking event, and we will ask them to verify they have permission to pass your details on.

#### Public Information available from the internet

We may also use contact details and information available from your organisations website or information you have publicly shared on social media, including services such as LinkedIn, Facebook, and Twitter.

### 3. Information we collect and how we use it

Developing a better understanding of our clients, suppliers and partner organisations through their personal data allows us to maintain connections more efficiently.

The information held and processed by the Goodenough College Events and Venue Hire may include:

- Biographical information, including your name and title



- Job role, company name, and sector
- Information available via public sources
- Contact details, including your address, email addresses and phone numbers
- Event notes, information about your enquiries, bookings, contracts and cancelled events
- Responses to our marketing campaigns and information updates
- The information you have publicly shared on social media, including services such as LinkedIn, Facebook, and Twitter
- Records of communications and interactions with Goodenough College
- Attendance of events and meetings with Goodenough staff
- Feedback, complaints, comments and compliments
- Invoice details
- Communication preferences
- Personal information relating to attendees provided by you to enable us to fulfil your event requirements e.g. dietary or access requirements.

Please note that we do not collect or store:

- Your credit/debit card details
- 'sensitive' information, such as racial/ethnic origin, political beliefs, religious/similar beliefs, Trade Union membership; physical/mental health condition, sexual orientation/activities (unless provided by you to help us to fulfil your booking requirements e.g. use of a prayer room, please note this type of information would only ever be used for the purpose for which it was intended).

#### **4. Legal basis for using your information**

There are three legal bases under which we may process your data:

**Contract purposes** - When you make booking you are entering into a contract with us. In order to fulfil this contract we need to process and store your data. For example we may need to contact you by email or telephone in the case of any changes to or cancellation of the event, in the case of problems with your payment, or to deliver the services associated with your event.

**Legitimate business interests** - In certain situations we collect and process your personal information for purposes that are in our legitimate organisational interests. Some of the situations in which we would use this basis; using your personal information for data analytics, conduct research to better understand who our clients are, improving our services, for legal purposes (for example, dealing with complaints), or for complying with Financial regulations for audit purposes.

**With your consent** - For any situation where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

You will always have the right to opt out from us from storing and using your data for marketing and promotional purposes.

#### **5. How we process your personal information**

Your data may be used by us for a number of purposes, including:

- Providing you with further information following an enquiry
- Administering your booking/sending you a contract
- Organising specific aspects of your event
- Asking you for payment/invoicing
- Internal record keeping, statutory purposes



- Contacting you via telephone or post
- Sending you feedback forms or surveys following an event
- Sending you publications, e-newsletters and promotions
- Inviting you to events/open days
- Promotion of other opportunities and services available to you (i.e. offers available through the College, Goodenough Club or The Burn)

All personal data is held and processed in accordance with the EU General Data Protection Regulation.

## 6. Marketing

We very much want to keep you updated with information about our venue and tell you all about our offers and events. In order to do this, by law, we have to ask for your permission first and ask you to opt in to receiving communication from us.

We may also ask you questions about your preferences and about the type of events you may be interested in. This allows us to tailor our content and we may segment our communications accordingly to help make sure the information we send is relevant to you and your interests.

Digital tools may be used to monitor and improve our communications, such as tracking when an email we send is opened and if links are clicked within the message or if the message bounces. We may use this information to manage our contact lists and improve the content of our communications.

Please be assured we will communicate with you only in the ways that you choose whether by email, post or telephone. You have the right to object and choose to opt out of your personal data being processed for the above purposes at any time. Please e-mail us at [events@goodenough.ac.uk](mailto:events@goodenough.ac.uk) to state your preference.

## 7. Sharing your Information

We may share your personal information in the following circumstances:

- Internally with Goodenough subsidiaries  
Such as Goodenough Club (4\* Hotel located on Mecklenburgh Square) and The Burn (a short-stay study and leisure-break centre in Scotland)
- To our trusted service providers  
This may include: technical service providers, services to send e-mails, mail, and to screen addresses to keep them up to date. We do comprehensive checks on these companies before we work with them.
- Legal obligations  
We are under a duty to disclose your personal information in order to comply with any legal obligation, or in order to enforce or apply our rights or to protect Goodenough College, for example in cases of suspected fraud or defamation.
- Partner organisations/subcontractors/suppliers  
This may be to help us respond to a booking enquiry, or assist with the delivery of an event.

## 8. Keeping your information safe

We will never share, sell or swap your details with any external organisation for their own purposes.

Any personal data stored in our database is held on the College's secure servers, with access restricted to authorised personnel only.



## **9. Changes to this privacy policy**

We may update the terms and conditions at any time.

We will notify you about significant changes in the way we treat personal information by sending a notice to the primary e-mail address you have provided us or by placing a prominent notice on our website. By continuing to use our website you will be deemed to have accepted such changes.

## **10. Questions, Comments and Complaints**

If you have any questions, comments or complaints about the way we treat your personal data, please contact our Data Protection Officer on +44 (0)20 7520 1534.