

Student for a day Utrecht University

Privacy statement and data collection summary

In this privacy statement, we explain which personal data we process and why, specify how you can exercise your privacy rights, and provide other relevant information.

Summary

- We collect personal data from *Student for a day* participants in order to ensure the smooth conduct of the event, to gain insight into the effect of the *Student for a day* events, and to adjust our activities if necessary.
- We record the following data: first and last name, e-mail address, telephone number, gender, date of birth, grade and level, profile, place of residence. We also record the country of origin for international participants.
- We do not use these data for other purposes. At your request, you may also receive additional information based on your choice for a specific *Student for a day*.
- We do not share the data collected with external parties.
- We will store the data for a maximum of 36 months, depending on the situation.
- You retain the right to view, correct, and delete the data pertaining to you.

Why do we collect data?

In the last phase of choosing a study programme, prospective students use *Student for a day* events to help them make a definitive choice. We collect the data described below from the participants for a number of purposes:

1. **To improve the process:** We use the collected data to help the registration process run as smoothly as possible for the prospective student, and to support the student orientation process
2. **To improve the results:** With these data, we can determine the effect of the recruitment efforts by the study programme, the student ambassador, and the Marketing and Communications department. This allows us to determine whether the enrolment targets set by the university will be achieved.
3. **To improve the effectiveness:** With these data, we can conduct a so-called 'effectiveness analysis'. We can determine which percentage of the *Student for a day* participants actually begin their studies at the Faculty of Science, and the reasons why they do not (drop-out, switch, etc.).

Which data do we collect, and how do we use them?

In order to achieve our goals, we collect and process the following personal data:

- **First and last name:** We want to be able to address the prospective student in a courteous manner. A *Student for a day* participant is not an anonymous number to us.
- **E-mail address and telephone number:** We use these data to contact the participants, for example if a registration is unclear or requires additional information. The student ambassador or the Communications department may also use these data if the prospective student has asked to be kept informed of new developments.
- **Gender:** Diversity and inclusiveness are high priorities at Utrecht University, and at some study programmes in particular. We use these data to attract more females or more males to study programmes where they are underrepresented.
- **Date of birth:** Prospective students who actually enrol in Utrecht University are included in the university's student progress monitoring system. Since only the name or e-mail address often do not offer sufficient identification options, we also record the participant's date of birth. This will allow us to be able to determine whether a participant in an *Student for a day* event actually enrolls with us at a later date.
- **Class and level:** *Student for a day* events are very popular, and quickly reach the limit for the number of participants. In order to decide who should receive precedence, we consider details such as the pupil's grade and level. We also use these data after some time to check whether an *Student for a day* participant has actually enrolled at Utrecht University.
- **Profile:** We use these data to see which types of students are interested in the *Student for a day* and if they are admissible. We can also use them to see whether a study programme attracts students with the desired profile.

Which extra data do we collect from participants who do not live in the Netherlands?

Internationalisation is another priority of Utrecht University. In addition to the data listed above, we also record the following data from participants living outside the Netherlands:

- **Country of origin:** We use these data to obtain insight into where interested international students come from.

Do we use these data for other purposes as well?

On the registration form, the participant can state indicate whether we may also use the personal data to send him or her relevant information about activities pertaining to their choice of study. These can include symposia, tours, or lectures in a field related to the *Student for a day* that the prospective student attended.

This is an opt-in: we may only use these data if the participant has given his or her express permission via the registration form.

We do not build individual profiles based on the data collected.

Are the collected data given to third parties?

We will never share the data collected with other organisations or institutions.

How long do we store the collected data?

We will not store the collected personal data for longer than necessary. That can depend on the situation. We will store the data for prospective students who actually attend the *Student for a day* for at least 24 months, up to a maximum of 36 months. These periods are variable, for example because a participant from the 5th year of secondary education will start their studies later than a participant from the 6th year. The above also applies to prospective students who choose not to participate.

How can you access, rectify or erase your data?

You have the right to request a copy of the data we have pertaining to you. You may also ask us to correct the data if you think they are incorrect, or to delete the data entirely. For example, you can ask to retract your registration for a *Student for a day*, after which you will be deleted from our database. Please feel free to contact dagjestuderen@uu.nl to request copies of your data, inform us of a correction, or to have your data deleted.

If you are of the opinion that the university has not met the requirements for data protection, you have the right to submit a complaint.

Any further questions?

If you have any specific questions or comments about our Privacy Statement based on this information, please read www.uu.nl/privacy. You can also contact our data protection officer (privacy@uu.nl) for more information about how the university protects your personal data.

Version

This Privacy Statement was last modified on January 2021. Utrecht University reserves the right, where necessary, to make changes to the Privacy Statement.