



## **SU Network Privacy Notice**

SU Network is committed to protecting your personal data and handling it in accordance with UK data protection law, including the UK General Data Protection Regulation (UK GDPR).

SU Network is operated by Kent Union Trading Ltd (KUTL), a wholly owned subsidiary of Kent Students' Union (KSU). KUTL is the Data Controller for personal data processed in relation to SU Network services and activities.

Kent Students' Union provides certain central support services to KUTL, including IT, governance, data protection, marketing and administrative support.

Kent Union Trading Ltd is registered with the Information Commissioner's Office (ICO) under registration number ZB010808.

### **How we collect your information**

We collect personal data in a number of ways, including:

- directly from you through enquiries, bookings, contracts, account registrations and communications
- through our website, forms and digital platforms
- during the delivery of advertising, sponsorship, promotional and partnership activities
- from partner Students' Unions, universities or organisations where appropriate
- through cookies, analytics and website usage technologies
- from publicly available business or professional sources where relevant to our services

### **What we collect and how we use it**

Depending on your interaction with SU Network, we may collect and process:

- names and contact details
- company and organisation information
- job titles and professional contact information
- billing and payment information
- booking and contract information
- marketing and communication preferences
- website and digital usage information
- event attendance and engagement information
- correspondence and communications with SU Network

We use personal data to:

- manage advertising, sponsorship and promotional bookings
- deliver campaigns, events and partnership activities
- communicate with clients, partners and prospective customers
- administer accounts, contracts and payments
- provide customer support and respond to enquiries
- manage relationships with Students' Unions, universities and commercial partners
- improve our services, systems and digital platforms

- monitor website usage and engagement
- comply with legal and regulatory obligations
- promote relevant services, opportunities and campaigns where permitted

## **Our legal basis for using your data**

We process personal data under the following lawful bases:

- **Contract** – to provide services, manage bookings and fulfil agreements
- **Legitimate interests** – to operate and improve our services, manage business relationships, undertake marketing activities and maintain the security of our systems
- **Legal obligation** – to comply with financial, regulatory and legal requirements
- **Consent** – where required for certain marketing communications, cookies or optional communications

Where we rely on legitimate interests, we ensure these are balanced against the rights and interests of individuals.

## **Website, cookies and digital services**

When you use our website or digital platforms, we may collect:

- technical information such as IP address, browser type and device information
- usage information such as pages viewed, links clicked and interactions with our website
- information submitted through forms or booking systems

We use cookies and similar technologies to:

- enable core website functionality
- understand how our website is used
- improve website performance and user experience
- support analytics and reporting
- help us deliver relevant communications and marketing activity

You can manage cookie preferences through your browser settings or website cookie controls where available.

## **Sharing your information**

We may share personal data where appropriate with:

- partner Students' Unions and universities
- event venues and delivery partners
- payment providers and financial service providers
- website hosting, CRM, analytics and digital service providers
- professional advisers, regulators or authorities where required
- contracted service providers supporting SU Network operations

Kent Students' Union may process personal data on behalf of KUTL in connection with shared support services including IT administration, cybersecurity, governance, marketing and data protection support.

All third parties are required to process personal data securely and in accordance with data protection law.

## **International transfers**

Some service providers used by SU Network may process personal data outside the United Kingdom.

Where this occurs, appropriate safeguards will be implemented in accordance with UK GDPR, including adequacy regulations or approved contractual mechanisms.

## **Security and retention**

We take appropriate technical and organisational measures to protect personal data, including:

- secure systems and access controls
- centrally managed IT and cybersecurity controls
- staff confidentiality and training requirements
- contracts and due diligence for third-party providers
- secure retention and disposal procedures

Personal data will only be retained for as long as necessary and in accordance with legal, regulatory and operational requirements.

## **Your rights and contact**

Under UK GDPR, you have the right to:

- be informed about how your data is used
- access your personal data
- request correction of inaccurate data
- request deletion of your data in certain circumstances
- restrict or object to processing
- request data portability
- withdraw consent where applicable
- lodge a complaint with the Information Commissioner's Office (ICO)

We aim to respond to requests within one month and may need to verify your identity before processing requests.

If you have any questions or wish to exercise your rights, please contact the Data Protection Officer at: [dpo@ksu.co.uk](mailto:dpo@ksu.co.uk)

You can also contact the Information Commissioner's Office at: [www.ico.org.uk](http://www.ico.org.uk)

## **Changes to this notice**

We may update this Privacy Notice from time to time to reflect changes to our services, systems, legal requirements or operational practices.