

## BRIGHTON AND SUSSEX MEDICAL SCHOOL (BSMS) ADMISSIONS AND OUTREACH PRIVACY NOTICE

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## Introduction

BSMS is an equal partnership between the University of Brighton and University of Sussex, that works with NHS organisations, in the delivery of the following:

- Undergraduate and postgraduate education and training
- Medical research
- The provision of the Academic Training programme.

To deliver the above, the Universities of Brighton and Sussex, through BSMS, process and share personal data on prospective and current students, employees, and research participants.

As part of the Universities of Brighton and Sussex, BSMS is committed to protecting the privacy and security of your personal information and being transparent about how it collects and uses personal data.

## Why we collect your data:

We – The BSMS Admissions, Outreach and Widening Participation Team – undertake recruitment, widening participation and outreach activities with individuals, educational establishments, charities, and other partners.

Through recruitment-related activities such as open days, UCAS and higher education events, undergraduate interviews and offer holder days, we collect your data to provide a recruitment-related service that you have requested, for example:

- To send you news and information about being a student at Brighton and Sussex Medical School, the medical school application process, medicine-related events and resources and other information we believe you may be interested in
- For the organisation, delivery and communication of an activity or event you have registered to attend and/or agreed to support
- To better understand your needs and inform improvements to our activity.

As well as recruitment activities, we also undertake outreach and widening participation activities. These activities aim to support people to make informed choices around progression into Higher Education and the study of medicine. We are committed to this work as a good neighbour in the community and as part of the government policy to widen participation in Higher Education.

The data we collect relating to these activities are used:

- To plan for and deliver activities that have been designed to inform decision making in education. BSMS Outreach activities may include (but are not limited to):
  - Workshops, talks, and events that take place on the University of Sussex campus or the University of Brighton campus
  - Workshops, talks, and events that take place in schools, colleges, and other educational establishments
  - Workshops, talks and events that take place online.
- Where required, to assess your eligibility for specific outreach activities
- To be able to identify whether or not you meet contextual data criteria. This might be at BSMS and/or any other schemes that BSMS is a part of (e.g. UKWPMED)
- To communicate with you about the activities you have engaged with
- To monitor participation in activities
- To track your progression into Higher Education and/or employment
- To send you further information - for example through our newsletter - about outreach activities and advice and guidance on progression to Higher Education, should you have opted in to receive it.
- To better understand your needs and inform improvements to our activity.

Data collected to deliver, monitor, and evaluate such activities; tracking progression of participating students to investigate the impact of BSMS activity on attainment, progression, social mobility, graduate outcomes and eventual employment is deemed to be **“in the public interest”**.

Regardless of the reason your data is collected, at no time is your personal information passed to organisations outside of BSMS for marketing or sales purposes. We may contact you about events which support progression to Higher Education at BSMS and may liaise with other departments within the University of Brighton and/or the University of Sussex about any future application you make. We may also contact you with opportunities to participate in any relevant research projects.

#### What information we collect:

For recruitment-related activities, where applicable, we may collect:

- Your name
- Your date of birth
- Contact details such as an email address
- Details of current and/or previous school, college, educational establishment or employment
- Information about visual or auditory and/or physical access requirements for in-person and online events
- Your preferred year of entry to Higher Education
- Your home postcode and/or country of residence
- Equality data including sex, gender and ethnicity.

For outreach activities, we may collect:

- Your name
- Your date of birth
- Your home postcode and/or county
- Your name of current school/college (if applicable)
- Your name of previous school/college (if applicable)
- Your contact information e.g. an email address and mobile number
- Information about visual or auditory and/or physical access requirements for in-person and online events.
- Information about your academic qualifications

- Information about your knowledge, attitudes, and beliefs in relation to Higher Education
- Information about your sex and gender
- Your ethnicity.

We also collect data that the government requires us to report on to support the widening participation agenda. This data may include information as to whether or not:

- You are/have been in local authority
- You are a young carer
- You are estranged from your parents
- You have an education, health, and care plan (EHCP)
- You have a disability and/or medical condition
- You are in receipt of a Personal Independence Payment (PIP)
- You are in receipt of or eligible for free school meals
- You are in receipt of or eligible for a 16-19 bursary
- You are in receipt of or eligible for means tested benefits
- You are an asylum seeker or have refugee status
- You have parents/carers who are in receipt of means tested benefits
- You have parents/carers who have completed Higher Education qualification(s).

Additional data may also be collected to meet any funding requirements.

#### Collection of Parent/Carer details:

If you're applying for one of our longitudinal outreach activities, such as BrightMed or BrightIdeas, as well as your contact details, we collect contact details of your parents/carers. This is for both your safety and welfare, but also so that we can inform you parents/carers about the activity and offer information, advice, and guidance on progression to HE.

#### Collection of data from other sources:

Please note data may be passed onto us from either the University of Brighton, the University of Sussex, schools, colleges and/or third-party sources for us to provide recruitment-related services and outreach activities.

#### How we store your data

To administer, plan and manage our recruitment-related, outreach and widening participation activities, we utilise the following:

- Brightside
- Canva for Education
- DotDigital
- G Suite for Education
- Jisc Online Surveys
- Microsoft Office Suite including Outlook, SharePoint, and Teams
- Panopto
- Paper forms
- Thinkific (see appendices 1 and 2)
- Zoom conferencing software

BSMS also uses the HEAT (Higher Education Access Tracker) Service – a national database – to store the information it collects on those applying to and/or participating in its recruitment, widening participation and outreach activities. Using HEAT, we have access to the following information; activities participated in, university enrolments, attainment, university applications, interactions with other universities and future careers. For more information, please see the [HEAT privacy notice](#).

When you participate in programmes designed to widen participation in higher education, your Higher Education Statistics Agency (HESA) information may be linked to data held by these programmes for research purposes. For more information on how HESA information is

linked to other data sources to enable more detailed research and analysis, please see [HESA's Data Protection collection notices](#).

Data is stored on HEAT in accordance with the Data Protection Act (2018),

#### Who we share your data with

For research, evaluation and activity delivery purposes, your personal data, as required, may also be shared with the Office for Students (OfS), Higher Education Statistics Agency (HESA), the University and Colleges Admissions Service (UCAS), HEAT service subscribers, UK Medical Education Database (UKMED), and the national Data Service. Personal data may also be shared with the University of Brighton, University of Sussex, BSMS partner organisations, the Medical Schools Council, schools, colleges and universities.

- [HESA data protection collection notices](#)
- [HEAT privacy notice](#)
- [UKMED Frequently Asked Questions](#)
- [Medical School Council privacy notice](#)

Participant data shared for research and evaluation purposes will be used to help determine the effectiveness of an activity as part of the government policy to widen participation in higher education and to develop future policy.

We will not release data to anyone who is unauthorised.

#### How we protect your data:

We take the security of your data seriously. All data will be stored securely according to [Brighton and Sussex Medical School's Data Privacy Notice](#). All data is held within the UK and will only be shared outside the UK following appropriate risk assessments and data sharing safeguards in place. This is to ensure that your data is not lost, accidentally destroyed or misused.

#### How long we keep your data:

We will retain personal data and electronic and paper records such as (but not limited to) application forms, registers, booking forms and evaluation forms for as long as it's needed for the purpose for which it was originally collected.

Personal data collected in relation to our outreach activity will be held for the duration that you are engaged in a BSMS outreach or widening participation activity and for two years thereafter. After such time, your data will either be securely deleted or anonymised, so that you cannot be personally identified. Anonymised data will be held indefinitely for reporting purposes.

Data recorded in the Higher Education Access Tracker (HEAT) will be securely held in line with the [HEAT Data Retention Schedule](#) which has been scrutinised by the Information Commissioner's Office (ICO) and will be subject to a regular schedule of review to ensure it remains fit for purpose and compliant with relevant legislation.

Data that is shared with the Medical Schools Council will be retained for a period of 15 years from the year an individual is ready to enter Higher Education. Data which is held in the UK Medical Education Database (UKMED), for which the General Medical Council is the data controller for, are held in perpetuity.

#### How you can access your data:

With regards to your data, you have a right to:

- Request a copy of the personal data we hold about you
- Request to update your personal data
- Request that we delete your personal data
- Object to the processing of your personal data and/or request that we stop using your personal data.

Further information about your rights can be found in [Privacy notices and Record of Processing Activities \(brighton.ac.uk\)](#).



If you would like to action any of the above, please contact Rachel Page, Head of Data Compliance and Records Management, 01273 642010, [dataprotection@brighton.ac.uk](mailto:dataprotection@brighton.ac.uk)

#### Complaints:

If you are unsatisfied with the way we have processed your personal data, or have any questions or concerns about your data, please contact [dataprotection@brighton.ac.uk](mailto:dataprotection@brighton.ac.uk). If we are not able to resolve the issue to your satisfaction, you have the right to apply to the Information Commissioner's Office (ICO). They can be contacted at <https://ico.org.uk>.

#### Changes to this notice:

We keep our privacy notices under regular review. This privacy notice was last updated in January 2025.

#### Other privacy notices:

We do our utmost to protect your privacy. Please be aware that other privacy notices exist within the university in respect of data held, including but not limited, to activities in relation to enquiries, applications, current students, alumni, and use of our website.

- University of Brighton: <https://www.brighton.ac.uk/about-us/statistics-and-legal/privacy/index.aspx>
- University of Sussex: <https://www.sussex.ac.uk/ogs/policies/information/dpa>
- BSMS: <https://www.bsms.ac.uk/about/privacy-policy.aspx>



## Appendix 1: Thinkific Privacy Policy

What information do we and Thinkific collect and what do we do with it?

When you enrol as a student (“learner”) on one of our courses, on our Thinkific site ([bsmsoutreach.thinkific.com](https://bsmsoutreach.thinkific.com)), as part of the enrolling process Thinkific collect the personal information you give such as your name and email address.

Your name and email address provided during the enrolment will only be used to administer the course. Such administrative tasks include sending automatic reminders about your progress, informing you about changes to the course and, using your name and/or email to monitor progress and completion of the course. Your email address will be used to send you feedback, initially through the platform. Any further communication we may have with you, for example answering any queries or replying to any additional reflections will take place via email outside of the platform.

How does Thinkific get my consent?

During account creation with Thinkific you will be asked to give your consent to the data processing required to take part in a BSMS Outreach course.

What about information I provide in any pre- and post-course surveys?

The information you provide during pre- and post- course surveys is collected via a University approved online system: Online Surveys. Thinkific cannot access this data. During the surveys you will be asked whether you consent to your data being used, stored and deleted in line with the [BSMS Widening Participation and Outreach privacy notice](#). Please note you will only be added to the BSMS outreach mailing list (see BSMS Widening Participation and Outreach Privacy Policy) should you give consent and provide your email address during the post-course survey.

How do I withdraw my consent?

If you change your mind about agreeing to the privacy policy, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at any time, by contacting us at [outreach@bsms.ac.uk](mailto:outreach@bsms.ac.uk).

Should you wish to delete your Thinkific account, please email us with the email address you signed up with via [outreach@bsms.ac.uk](mailto:outreach@bsms.ac.uk).

If you have given us permission, via the pre- and/or post-course survey to use your data in line with the BSMS Outreach privacy notice, and you no longer consent, you can also email us via [outreach@bsms.ac.uk](mailto:outreach@bsms.ac.uk) to change your permissions.

#### Disclosure

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service (see Appendix 1).

#### Thinkific

Our courses and site are hosted by Thinkific Labs Inc. (“Thinkific”). They provide us with the online course creation platform that allows us to provide our product/services to you.

Your data (name and email address) is stored through Thinkific’s data storage, databases and the general Thinkific application. They store your data on a secure server behind a firewall.

Thinkific is based in Canada. Thinkific’s privacy policy can be found here:

<https://www.thinkific.com/resources/privacy-policy/>

#### Third Party Services

In general, any third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

Once you leave our course website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website’s Terms of Service.

### Links

When you click on links on our course site, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

### Security

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

### Cookies

Thinkific collects cookies or similar tracking technologies. This means information that the website's server transfers to your computer. This information can be used to track your session on the website. Cookies may also be used to customise the website content for you as an individual. If you are using one of the common Internet web browsers, you can set up your browser to either let you know when you receive a cookie or to deny cookie access to your computer.

For more information on how and why Thinkific uses cookies, please see their [privacy policy](#).

### Web Analysis Tools

We may use web analysis tools that are built into the Thinkific website to measure and collect anonymous session information.

### Age of Consent

If you are between 13 and 16 years of age, you must have permission from your parent/carers to create an account. You are not permitted to use this website if you are younger than 13 years old.

### Changes to this and the Thinkific Privacy Policy

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website.

Thinkific reserve the right to modify their Privacy Policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on their website.

If the Thinkific site or course is acquired or merged with another company, your information may be transferred to the new owners, so that we can continue to keep the course running.

#### Questions and Contact Information

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information, please email us at [outreach@bsms.ac.uk](mailto:outreach@bsms.ac.uk)

This policy was last reviewed in August 2024

## Appendix 2: BSMS Thinkific Terms of Service

Welcome to our website. If you continue to browse and use this website, you are agreeing to comply with and be bound by the following terms and conditions of use, which together with both the [Thinkific](#) and the [BSMS Widening Participation and Outreach privacy policy's](#) govern the relationship with you in relation to this website. If you disagree with any part of these terms and conditions, please do not create an account and/or use the website.

The term 'BSMS Outreach' or 'us' or 'we' refers to the owner of the website. The term 'you' refers to the user or viewer of our website.

The use of this website is subject to the following terms of use:

- The content of the pages of this website is for your general information and use only. It is subject to change without notice.
- This website uses cookies as referred to in the Thinkific privacy notice.
- Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness, performance, completeness or suitability of the information and materials found or offered on this website for any particular purpose. You acknowledge that such information and materials may contain inaccuracies or errors and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.
- Your use of any information or materials on this website is entirely at your own risk, for which we shall not be liable. It shall be your own responsibility to ensure that any information available through this website meet your specific requirements.
- This website contains material which is owned by or licensed to us. This material includes, but is not limited to, the design, layout, look, appearance and graphics. You agree to not copy, distribute, sell and/or attempt to change any content on our website without written permission from the BSMS Outreach Team.

- Our website include links to other websites and resources. These links are provided for your convenience to provide further information. They do not signify that we endorse the website(s). We have no responsibility for the content of the linked website(s).
- Your use of this website and any dispute arising out of such use of the website is subject to the laws of England, Northern Ireland, Scotland and Wales.