

# College Digital Learning Platforms and Learning Analytics

## PRIVACY NOTICE

### DIGITAL LEARNING PLATFORMS PRIVACY NOTICE

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Version History				
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V0.2	19/12/18	Mike Horner	Maira Sarsfield	Small typo changes following review/feedback
V0.3	21/02/19	Mike Horner	Michael Maloney	Addition of LoneRooftop to Learning Analytics Services
V.0.4	31-05-19	R J Scott	R J Scott	Amendment of Automated Decision Making Statement

## What is the purpose of this document?

Imperial College of Science, Technology and Medicine (the “**College**” or “**Imperial**”) is committed to protecting the privacy and security of your personal information.

This privacy notice describes how we collect and use personal information about you during and after your relationship with us, in accordance with the applicable data protection legislation the Data Protection Act 2018 and the General Data Protection Regulations (the “**GDPR**”) and the College’s Data Protection Policy

The College is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. We are required under GDPR legislation to notify you of the information contained in this privacy notice.

This notice concerns digital learning platforms where personal data is gathered, which includes:

- Blackboard
- Panopto
- Turnitin
- Maple TA
- Mobius
- Piazza
- WebPA
- ICBS HUB

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and other digital platforms where personal data is gathered when these are used for teaching, learning or assessment purposes. Examples of these platforms are:

- Wordpress (e.g. the Business School Hub)
- Qualtrics
- Office 365
- Lonerooftop (Occupancy Insights Provision)

Digital platforms used for teaching, learning and assessment that do not gather personal data are excluded, e.g.:

- Mentimeter
- Socrative

The notice applies to:

- Imperial College London students
- Imperial College London staff.
- Any users granted guest access to Imperial College digital learning platforms, e.g. external examiners, guest lecturers

This notice does not form part of any contract of employment or other contract to provide services. We may update this notice at any time.

It is important that you read this notice, together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information.

## Data protection principles

We will comply with data protection law. This says that the personal information we hold about you must be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. Relevant to the purposes we have told you about and limited only to those purposes.
4. Accurate and kept up to date.
5. Kept only as long as necessary for the purposes we have told you about.
6. Kept securely.

## The kind of information we hold about you

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College collects, stores and uses several categories of personal data about you using a variety of collection methods and uses this information for a variety of purposes. .

We may collect, store, and use the following categories of personal information about you during your usage of the previously cited platforms:

- Name
- College email address
- College username and CID
- History of digital learning platform usage, e.g. date, time and duration of access, interactions with digital learning platform content
- Information you post or upload to the digital learning platforms, e.g. discussion posts, comments, files for assessment or other purposes
- Performance information, e.g. marks and scores attained, feedback provided via the digital learning platforms
- Information to allow us to deliver our services to you and manage your learning , e.g. degree registration, modules undertaken, membership of teaching group's used by way of example for managing timetables and tutor sessions
- Special arrangements relating to disability, e.g. extra time granted for timed examinations and tests, but not information on the disability itself
- Feedback responses e.g. from surveys and user studies where you have provided personal data in your response
- Photographs, normally the photo that is used on your college ID card or another chosen by you.
- Video and audio content that may include you in a recorded lecture or form part of a video assessment that you have submitted

**How is your personal information collected?**

We collect most of the personal information about you:

- Through automatic data feeds from the digital learning platforms and student administration systems where you have already consented to your information being held
- Through your interactions with the digital learning platforms
- While providing our services to you (e.g. history of digital learning platform use) or after we have provided services to you (e.g. feedback responses)

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### **How we will use information about you and the legal basis for processing your data under the GDPR**

We need the information listed above (see *Information we hold about you*) primarily to allow us to support your learning effectively. On many occasions we will process your data to enable Imperial to meet its commitments to you e.g. those relating to teaching and assessment. In some cases, we may use your personal information to pursue a legitimate interest of our own or of a third party, provided your interests and fundamental rights do not override that interest. The “legitimate interest” is generally the interest of Imperial (or a third party) in providing, supporting or improving the provision of higher education. The situations in which we will process your personal information are listed below.

We use the information we hold about you:

- To provide and administer access to learning materials
- To administer and record details of teaching, learning and assessment activities
- To respond to enquiries
- To investigate disciplinary issues, complaints, student appeals
- To gather usage statistics
- For audit, evaluation and research purposes to improve our teaching, assessment and administrative practices

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

### **Change of purpose**

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law or is part of complying with our contract with you.

### **Analytics Information College Collects**

Our digital learning platforms may collect information about all users collectively, such as what areas users visit most frequently and what services users access most often. We may automatically log IP addresses, session sources, and other data which tracks users' access to the Services.

When you access our Services by or through a mobile device, we may receive or collect and store unique identification numbers associated with your device or our mobile application (including, for example, a UDID, Unique ID for Advertisers (“IDFA”), Google Ad ID, or Windows Advertising ID), mobile carrier, device type, model and manufacturer, mobile device operating system brand and model, phone number, and, depending on your mobile device settings, your

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geographical location data, including GPS coordinates (e.g. latitude and/or longitude) or similar information regarding the location of your mobile device.

We analyse these logs for system and performance monitoring purposes to identify the aggregate trends they reveal about users of the platform and how you use the Services. We may also collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Service and to understand more about the demographics of our users. These tools collect information sent by your browser or mobile device, including the pages you visit, your use of third party applications, and other information that assists us in analysing and improving the Services. Although we do our best to honour the privacy preferences of our visitors, we are not always able to respect 'Do Not Track' signals from your browser at this time.

## Automated decision-making

Your personal data will NOT be used as the basis of any fully automated decision making

You **will not** be subject to decisions that will have a significant impact on you based solely on automated decision-making. We will notify you in writing if this position changes.

## Data sharing

We may have to share your data with third parties, including third-party service providers and other entities in the College group.

We require third parties to respect the security of your data and to treat it in accordance with the law.

We may transfer your personal information outside the EU.

If we do, you can expect a similar degree of protection in respect of your personal information.

## Why might you share my personal information with third parties?

We may share your personal information with third parties where required by law, where it is necessary to administer the relationship with you or where we have another legitimate interest in doing so.

## Which third-party service providers process my personal information?

"Third parties" includes third-party service providers (including contractors and designated agents) and other entities within the College group. The following activities are typical of the services that will be carried out by third-party service providers:

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- Cloud and infrastructure hosting services
- Platform support and technical administration
- Service Management services

Third Party companies are permitted to access only the information they require to perform those services. Imperial requires these companies to maintain the confidentiality of any personal information and prohibits them from using the information for any other purpose than the purpose for which it was collected.

Also, please be aware that other services or Web sites that are linked to our services e.g. YouTube, Third Party web sites, may collect personally identifiable information about you. The information practices of those Web sites linked to the Services are not covered by this Privacy Policy and College is not responsible for the privacy practices or the content of such Web sites.

### **How secure is my information with third-party service providers and other entities in our group?**

All our third-party service providers and other entities in the College group are required to take appropriate security measures to protect your personal information in line with our policies. We do not allow our third-party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

### **What about other third parties?**

We may share your personal information with other third parties, for example in the context of the possible sale or restructuring of the business and operations of the College. We may also need to share your personal information with a regulator or to otherwise comply with the law.

### **Transferring information outside the EU**

All Third Party agreements between college and “Third Parties” have explicit legal clauses in them to ensure compliance with the GDPR which in turn means that data will only be transferred outside of the EU where there is an adequacy decision by the European Commission in respect of those countries. This means that countries to which we transfer your data are deemed to provide an adequate level of protection for your personal information.

In the event that there was a requirement to transfer information outside of the EU in order to provide the service to you college will put in place appropriate measure[s] to ensure that your personal information is treated by those third parties in a way that is consistent with and which respects the EU and UK laws on data protection. This could include, for example, binding corporate rules between college and the Third Party.

## **Data security**

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We have put in place measures to protect the security of your information.

Third parties will only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure.

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

## Data Retention

We will only retain your personal information for as long as necessary to fulfil the purposes of we collected it for.

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Details of retention periods for different records the College holds are available in our retention policy which is available on this website: <http://www.imperial.ac.uk/media/imperial-college/administration-and-support-services/records-and-archives/public/RetentionSchedule.pdf>. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

## Children's Privacy

We do not knowingly collect any information from under the age of 13 unless and until an appropriate parent or guardian has provided consent and authorisation.

Imperial does not knowingly collect any information from children under the age of 13 unless and until an appropriate parent or guardian has provided appropriate consent and



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authorization for a student under 13 to use the Services and for Imperial to collect information from such student. Please contact us at [dpo@imperial.ac.uk](mailto:dpo@imperial.ac.uk) if you believe we have inadvertently collected personal information from a child under 13 without proper consents so that we may delete such information as soon as possible.

## Rights of access, correction, erasure, and restriction

You have a duty to inform college of any changes to your personal information that we hold about you.

### Your duty to inform us of changes

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with us.

### Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the College's Data Protection Officer in writing.

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### Fees Payable

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

### What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

### Right to withdraw consent

You have a right to withdraw your consent to the collection, processing and transfer of your personal information.

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact the College's Data Protection Officer. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

### Data Protection Officer

College has appointed a Data Protection Officer to oversee compliance with this privacy notice.

We have appointed a Data Protection Officer to oversee compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Data Protection Officer at:

Imperial College London  
Data Protection Officer  
Exhibition Road

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Faculty Building Level 4  
London SW7 2AZ

e-mail: [dpo@imperial.ac.uk](mailto:dpo@imperial.ac.uk)

You have the right to make a complaint at any time to the Information Commissioner's Office (**ICO**), the UK supervisory authority for data protection issues.

## Changes to this Privacy Notice

College reserves the right to update this privacy notice at any time.

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.