

De Montfort Students' Union

Student Data Privacy Statement

Last Updated April 2026

Introduction

This privacy policy sets out how De Montfort University Students' Union (DSU) obtains, manages and uses your data. All data is held securely and in compliance with GDPR and the Data Protection Act.

DSU will respect personal data you share with us, or that we receive from other organisations, and keep it safe. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect. We will never sell your data to other organisations.

Developing a better understanding of our members through personal data allows us to make better decisions, communicate more efficiently and helps us deliver an exceptional student experience to every De Montfort University student.

Where we collect information about you from

We collect information in the following ways:

When you become a MEMBER

Each year that you enrol on a De Montfort University accredited course you automatically become a member of the De Montfort Students' Union, unless you opt out during enrolment. De Montfort University shares a register of members with us which includes information about you and your course. When the University gives us this data, we become responsible for it and will use this as our core central record of your membership.

When you give it to us DIRECTLY

You may give us your information in order to sign up to a student group, undertake research activities, use our advice service, purchase our products, sign up to events or communicate with us. When you give us this information, we take responsibility for looking after it and we will cross reference this data against our register of members.

For information on how our Advice & Wellbeing service uses your data please see DSU (Advice Privacy Statement)

When you give it to us INDIRECTLY

Your information may be shared with us by independent organisations, for example De Montfort University, event partners, or our own trading companies. These independent third parties will only do so when you have indicated that you have given consent to share this data with us. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

When you give permission to OTHER ORGANISATIONS to share

We may combine information you provide to us with information available from external sources in order to gain a better understanding of our members to improve our communication methods, products and services.

The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information comes from the following sources:

Third party organisations

You may have provided permission for a company or other organisation to share your data with third parties such as the Students' Union, this could be when you buy a product, sign up for an event or service, register for an online competition, complete a survey or sign up with a comparison site.

Social Media

Depending on your settings or the privacy policies for social media and messaging services like Instagram, TikTok, Facebook or WhatsApp, you might give us permission to access information from those accounts or services.

Information available publicly

This may include information found in places such as Companies House and information that has been published in articles/ newspapers.

When we collect it as you use our WEBSITES

A 'cookie' is a small piece of information that is placed on your device when you visit certain websites. When we refer to 'cookies' we include other technologies with similar purposes. Like most websites, we use "cookies" to help us make our site, and the way you use it, better. Cookies mean that a website will remember you. They're small text files that sites transfer to your device. They make interacting with a website faster and easier, for example by automatically filling your name and address in text fields.

In addition, the type of device you're using to access our website and the settings on that device may provide us with information about your device, including what type of device it is, what specific device you have and what operating system you're using. Your device manufacturer or operating system provider will have more details about what information your device makes available to us.

When you BUY A PRODUCT or REGISTER FOR AN EVENT with us

To place an order with us online, whether via online shop or for an event, some information will be required through our third party providers who run our online shop and online event ticketing. We request certain information including your name, delivery address if required and email address. This information is required to enable us to process your order and notify you of its progress. Once an order has been placed, our online shop or event partners may contact you by email to confirm your order details and again once your order has been accepted and dispatched. Should DSU or our partners need to contact you for any reason regarding your order, we will use the email address registered to your account where

provided.

What personal data we collect and how we use it

The type and quantity of information we collect and how we use it depends on why you are providing it.

Our Members

If you are one of our members, the University, in response to their obligations to you, provide us with a set of key information you provided at enrolment unless you decide to 'opt-out' during the enrolment process. When you update any of your data with the University, we receive the update in an overnight data feed.

When you use our services or participate in one of our activities, we will use this information to provide the best possible standards of administration and communication. The services we may ask for additional information such as:

- Your date of birth to ensure compliance with age-related laws
- Your bank details to facilitate payments
- Information relating to your health if you are taking part in a high-risk activity
- Any disabilities so that we can provide assistance where needed

We will mainly use your data to:

- Provide you with the services, products or information you asked for
- Administer your membership
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services, products or information
- In the interest of public health e.g., attendance registers maybe shared with DMU.

Building profiles of members and targeting communications

Where you have given us consent, we use profiling and screening techniques to ensure communications are relevant and timely, and to provide an improved experience for our members. Profiling also allows us to target our resources effectively, which members consistently tell us is a key priority for them. We do this because it allows us to understand the background of the people who study at the University and helps us to deliver appropriate services and information to members who need it.

When building a profile, we may analyse geographic, demographic and other information relating to you to better understand your interests and preferences, in order to contact you with the most relevant communications. Your data would only ever be analysed or profiled through encrypted and protected data processes, which only ever identifies broad statistics. In doing this, we may use additional information from third party sources when it is available.

How we keep your data safe and who has access

Personal data collected and processed by us may be shared with Students' Union

employees and volunteers and under strictly controlled conditions the following groups where necessary:

- Contractors
- Advisers
- Agents
- Service provider partners

When we allow access to your information, we will always have complete control of what they see, what they are allowed to do with it and how long they can see it. We do not sell or share your personal information for other organisations to use.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors. If you wish to know which organisations, we may share your data with, please contact dsuinfo@dmu.ac.uk and they will supply you with the information.

Some of our suppliers run their operations outside the European Economic Area (EEA). Although they may not be subject to the same data protection laws as companies based in the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

Marketing & Communications Preferences

Membership Communications

As a member we believe you have a legitimate interest in hearing from us about the products and services we offer, what we're doing to represent you and opportunities that might be of interest to you. You may opt out of these communications at any stage by clicking the unsubscribe link contained within the email or in the Privacy Notice seen at the stage of enrolment each year.

Controlling what you want to hear about

We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference questions and we include information on how to opt out when we send you marketing. If you don't want to hear from us, that's fine. Just let us know when you provide your data or contact us on dsuinfo@dmu.ac.uk.

Keeping your information up to date

We mostly use the record of members provided by the De Montfort University to maintain accurate data about you as described above. We really appreciate it if you let us know if your contact details change. You can change your personal details held by DMU by

contacting the Student Advice Centre [Student advice centres \(dmu.ac.uk\)](https://dmu.ac.uk/student-advice-centres)

Understanding the detail of our data security measures

When we process your data, we will have already carefully assessed the lawful justification for doing so, the parameters in which the data is processed, the length of time the data is held for, the secure storage of your data and undertaken impact assessments to ensure your rights are delivered.

Your right to know what data we hold about you, make changes or ask us to stop using your data

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g., processing your membership or registering you for an event) we will do so. You can contact us, to update your data at any time by emailing dsuinfo@dmu.ac.uk. You can also opt out of membership of De Montfort Students' Union at any time, you need to visit your student account on the University's systems

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, you can request this via email to dsuinfo@dmu.ac.uk please note that you will have to provide proof of identification.

If you want to opt-out of all communications and data processing, you will be required to surrender your membership to the Students' Union which will limit your access to activities and services. You can do this by emailing dsucomms@dmu.ac.uk.

If you have any questions, please send these to dsuinfo@dmu.ac.uk, and for further information see the Information Commissioner's guidance [here](https://ico.org.uk/forthepublic/personal-information/).
<https://ico.org.uk/forthepublic/personal-information/>.

Changes to this statement

We may change this Privacy Statement from time to time. If we make any significant changes in the way we treat your personal information, we will make this clear on our website or by contacting you directly.

If you have any questions, comments or suggestions, please let us know by contacting dsuinfo@dmu.ac.uk.