



WEST HUB

PRIVACY POLICY

INTRODUCTION

Welcome to the West Hub privacy policy.

The West Hub respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our websites at www.westcambridgehub.uk and why we collect it. This privacy policy also applies to any personal data collected or received through means other than our websites – for example, if you sign up to our newsletters or mailing lists, attend an event, take part in a competition or survey, or otherwise engage with us.

General personal information collected on our websites

When you visit our website, we hold certain information about you for service and security reasons. For more information on this, please see <http://www.cam.ac.uk/about-this-site/privacy-policy>.

Specific personal information collected on this website

This site also may ask you to provide information about yourself when you fill in a form. The form may ask for your consent for us to hold and process the data you provided for the specific purpose(s) explained in the form and/or below. We use this personal information with your consent which you can withdraw at any time, or to operate any contract we have with you. We will hold your data as long as we believe it is necessary, or until you revoke your consent. We may share the information within our organisation (University of Cambridge), always ensuring that the personal information is kept safe.

Feedback and suggestion forms

We gather your inputs and collect some information about yourself (some of which may be personal information) so that we can understand and improve the service we provide to our community, event participants and visitors. By analysing feedback given by you and others in the context of your background (industry/academia/etc.), we can also demonstrate the value of this programme to various user groups, based on anonymised statistics. We may also use your contact details (for which we ask for your consent at the point of data collection) to approach you regarding your feedback, and/or for to keep you informed about the events and activities of the West Hub, and cognate activities more broadly in the University of Cambridge, which may be of interest to you in your professional capacity.



Events invitations, newsletters and other communications

We collect information about you when you register to attend a West Hub event.

The data we hold for this purpose is very limited (contact details: name, email address, name of the organisation you are affiliated with; sometimes also telephone number and address).

The information you provide will be used to process your booking and contact you regarding your participation. We may also contact you to undertake post-event evaluation and, if you consent, provide marketing information about events and services offered through the West Hub, University of Cambridge. All marketing communications will incorporate an option to opt-out of receiving further communications.

Please note that we may use the following third-party service providers named below to process and store your data. These are third-party service that are not owned or managed by the University of Cambridge.

- Mailchimp (The Rocket Science Group, LLC): to send marketing communications to users who subscribe to receive them. [Mailchimp privacy policy](#)
- Eventbrite: to support the registration process for some of our events. [Eventbrite privacy policy](#)

We may also use your contact details to keep you informed about the events and activities of the West Hub, and cognate activities more broadly in the University of Cambridge, which may be of interest to you in your professional capacity.

Room/parking/desk booking forms

We collect information about you when you request access to specific West Hub facilities (e.g. meeting rooms, parking, etc.). The information you provide through the form will be used to process your booking request, and to contact you regarding your enquiry. We use and retain this personal data to fulfil our “contractual” relationship with you. Anonymised general information will also be retained in the West Hub records of use of our facilities.

Who will process my personal information?

The information published here applies to the use of your personal information (also known as ‘personal data’) by the University of Cambridge through the viewing or use of this site.



Further information

For more information about how we handle your personal information, and your rights under data protection legislation, please see

<https://www.information-compliance.admin.cam.ac.uk/data-protection/general-data>.