**Online Chat (Click4Assistance) Privacy Notice**

1. **Purpose of this policy**

The purpose of this notice is to explain how we collect and use the personal data that is entered into whilst using our online chat service. The online chat service is provided by Click4Assistance, a 3rd party UK based software company. Throughout this notice, "we", "our" and "us" refers to the External Relations department, Ipswich. "you" and “your” refers to those using online chat services through our website.

1. **Who we are**

External Relations consists of five departments, Admissions, EU and International Recruitment, Marketing and Communications, Neaco and Student Recruitment and Outreach. The Directorate provides strategic direction and operational services to those interested in studying at higher education level, enquirers and applicants to the university.

1. **How we use your data**

If you consent during the chat process, your data will be used and processed for a range of email communications, this is likely to include:

* Sending information about university courses
* Sending general information about the university
* Invitations to Open events

We use your data to provide useful and timely information about the University of Suffolk to help you make an informed decision about your future studies.

1. **How your data is stored internally**

In order to communicate with you we will input your data into a licensed third-party system to store it. We only use systems that are secure and password-protected. These include Akero, an enquiry management system. We only store data necessary to send information tailored to your interests, and we will store your data for up to 3 years, at which point it will be deleted. At any time, you can unsubscribe from our systems or request to have all your data removed.

1. **Data Sharing with third parties**

Online chat software is provided by a third party company, Click4Assistance, information regarding how the data is processed and stored can be viewed on the [Click4Assistance website](https://www.click4assistance.co.uk/click4assistance-web-chat-software-cookie-policy).

1. **Withdrawing your consent**

You have the right to withdraw your consent for your profile to be used at any time. This should be done in writing by emailing marketing@uos.ac.uk or sending a letter to the below address.

Marketing and Communications

Waterfront Building

University of Suffolk

Neptune Quay

Ipswich Suffolk

IP4 1QJ

1. **Further information or questions**

Please contact [marketing@uos.ac.uk](mailto:marketing@uos.ac.uk), you may also contact the institutional Data Protection Officer for further information [dataprotection@uos.ac.uk](file:///C:\Users\e1578940\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\1EUL0ZEZ\dataprotection@uos.ac.uk)