

## Privacy Notice for Integrated Multimedia City Data (iMCD)

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### Your Personal Data

**The University of Glasgow** will be what's known as the 'Data Controller' of your personal data processed in relation to research using data collected from social surveys and research you participated in as part of the University's Integrated Multimedia City Data (iMCD) project. This privacy notice will explain how The University of Glasgow will process this personal data.

### Why we need it

We have collected basic personal data such as household composition, gender, age, educational levels attained, employment, housing tenure, nationality, religion, attitudes and behaviours, languages and literacy, location and mobility information, and limited special categories data (such as disability, ethnicity and sexual orientation) in order to undertake and facilitate research. We have only collected data that we need in order to perform this function. It is not possible to identify any particular person, household or address in the published outputs of this research.

### Legal basis for processing your data

We must have a legal basis for processing all personal data. In this instance, the legal basis is

- Public task/Official authority – this covers activities undertaken as part of the core functions of the University including scientific or historical research purposes

The legal basis for processing special categories data is

- Scientific or historical research purposes

### What we do with it and who we share it with

- All the personal data you provided to our research teams as part of the iMCD project is processed by staff at the University of Glasgow in the United Kingdom.

In addition,

- The data is encrypted and pseudonymised (with identifying data fields suppressed) for general internal usage and access to the data is restricted to a limited number of authorised employees of University of Glasgow
- Where it is possible to do so, de-identified data may be shared with third party researchers – this means that fields or information has been removed, obfuscated or aggregated so that it is no longer possible to identify any particular person, household or address. Researchers wishing to access such data must sign up to strict agreements that restrict what can be done with the data. Any attempts to identify individuals from these data carry significant sanctions.

## **How long do we keep it for**

Your data will be retained by the University for the period of funding of the Urban Big Data Centre and for up to five years following its most recent usage. After this time, data will be securely deleted.

## **What are your rights?\***

You can request access to the information we process about you at any time. If at any point you believe that the information we process relating to you is incorrect, you can request to see this information and may in some instances request to have it restricted, corrected or, erased. You may also have the right to object to the processing of data and the right to data portability.

If you wish to exercise any of these rights, please contact [ubdc@glasgow.ac.uk](mailto:ubdc@glasgow.ac.uk).

\*Please note that the ability to exercise these rights will vary and depend on the legal basis on which the processing is being carried out.

## **Complaints**

If you wish to raise a complaint on how we have handled your personal data, you can contact the University Data Protection Officer who will investigate the matter.

Our Data Protection Officer can be contacted at [dataprotectionofficer@glasgow.ac.uk](mailto:dataprotectionofficer@glasgow.ac.uk)

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law, you can complain to the Information Commissioner's Office (ICO) <https://ico.org.uk/>