TVSP PRIVACY NOTICE

ABOUT US

This Privac y Notic e explains the nature of the personal information that the Thames Valley Sc ienc e

Park (TVSP) processes for the purposes of the provision of TVSP services.

The Univers ity of Reading (We or Us) are data controller in respect of the information that We proc ess

about you. Our contact det ails are The Univers ity of Reading Univ ers ity of Reading, White knights , PO

Visitors to our websites - Cookies
A cookie is a small file which asks permission to be placed on your computer’s hard drive. Once you
agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a
particular site. Cookies allow web applications to respond to you as an individual. The web application
can tailor its operations to your needs, likes and dislikes by gathering and remembering information
about your preferences.
We use traffic log cookies to identify which pages are being used. This helps us analyse data about
webpage traffic and improve our website in order to tailor it to customer needs. We only use this
information for statistical analysis purposes and then the data is removed from the system.
Overall, cookies help us provide you with a better website by enabling us to monitor which pages you
find useful and which you do not. A cookie in no way gives us access to your computer or any
information about you, other than the data you choose to share with us.

Data collected as part of managing our relationship with you, and for internal record keeping, will be
necessary for the purposes of entering into, or the performance of, a contract or agreement to deliver
the services of the TVSP.
Where we use your information to send you promotional materials this will be where we have your
consent (if to personal, non-corporate addresses) or for the purposes of our legitimate interests (if to
commercial or corporate addresses).
We may contact you with market research surveys, or use your information for statistical and internal
reporting purposes where this is in our legitimate interests.
WHO WE SHARE YOUR DATA WITH
We will not sell, distribute or lease your personal information to third parties unless we have your
permission or are required by law to do so.

YOUR RIGHTS
Under data protection law you have the right to:
 Withdraw your consent where that is the legal basis of our processing
 Access your personal data that We process
 Rectify inaccuracies in personal data that We hold about you
 Be erased, that is your details to be removed from systems that We use to process your
personal data
 Restrict the processing in certain ways
 Obtain a copy of your data in a commonly used electronic form; and
 Object to certain processing of your personal data by us
Please see the ICO website for further information on the above rights:
https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/
If you would like to exercise your rights, or have any concerns regarding how We have handled your

HOW TO CONTACT US
If you have any questions about this notice, our University Data Protection Officer can be contacted at:
IMPS
University of Reading