

---

## Privacy Notice for Bath Spa University Retail Shops

[28 July 2025]

---



### Introduction

1 This Privacy Notice applies to Bath Spa University customers and shop employees. Bath Spa University (the **University**) is a public university which has its main campus at Newton Park, Newton St Loe, Bath, BA2 9BN.

2 We are committed to safeguarding the privacy of our customers; this Notice sets out how we will treat your personal information when you shop with us or work in our shops. We are the data controller which means we are responsible for deciding how we collect and use your personal information.

3 Please see the [policy section of our website](#) to access our full Data Protection Policy and our further privacy notices (including privacy information for our website users).

### What data do we hold?

4 We collect and process details of your interactions with us in for the purposes of enabling you to purchase goods or for us to provide a service to you. This includes:

5 Name, contact details, billing address, payment information, enquiry information and purchase history.

### Why do we process your personal data, and what is the legal basis for that processing?

6 The legal bases we are relying on for collecting and processing the information for each of the purposes are as follows:

PURPOSE OF COLLECTING INFORMATION	LEGAL BASIS FOR PROCESSING INFORMATION
To fulfil a purchase or provide a service (e.g. handling payments and deliveries)	Contract to enable us to sell a product or provide a service to you.
Retention of transaction records	To comply with Legal obligations related to tax and other regulatory requirements
CCTV images	Legitimate interests where the CCTV is used for security, crime prevention or protection of staff and customers.  Legal obligation where we are required to retain footage for law enforcement investigations.

Enquiries about products and services	Consent where you have asked us to contact you about a particular product or service e.g. when new stock is in.
---------------------------------------	---

- **Who has access to your personal data?**

7 Your personal data will only be shared internally or with third parties who have been appointed by the University to provide a specific service on behalf of the University in connection with providing a product to you, for audit purposes or where required by a regulator.

8 We will share your personal data with third parties where required by law, where it is necessary to administer the University's relationship with you in connection with your purchase or where we have another legitimate interest in doing so.

9 We may also share your personal data with third parties if we have a legal obligation to do so or for the purposes of fraud detect and management.

10 We may share your personal data with third party service providers who act on our behalf such as IT services providers and our professional advisers. Where it is necessary to do so, we may need to share your information with them, so that they can carry out the services we have requested.

#### **Transfer of Data to Other Countries**

11 Occasionally the University may be required to share your personal data with organisations either based in the UK/European Union (EU), or in countries outside the EU that have equivalent levels of protection. These transfers of data are usually necessary in order to meet contractual responsibilities and would only happen once we were assured that the appropriate safeguards were in place.

#### **Information Security and Retention Period**

12 Your personal data is collected and stored in line with relevant Data Protection law and is stored securely using processes and systems that comply with the University's strict information security and Data Protection principles.

13 We will only keep the information that you provide for as long as is necessary for the purpose for which it is processed and in accordance with relevant legislation. This is because we are required to keep certain financial information by law, other information is kept for fraud detection and security, and some information is kept for a short time in case you return a product or have an enquiry. We will then dispose of your information securely.

#### **Automated Decision Making**

14 Information collected will not be used for automated decision-making or profiling individuals, except for transaction approvals.

#### **Your rights**

15 You have various rights in relation to your information, including:

15.1 The right to access the information we hold;

15.2 The right to request rectification or erasure of the information that we hold;

15.3 The right to request that we restrict what we are doing with your information;

15.4 The right to object to what we are doing; and

15.5 The right to request your information in a portable format.

16 Please note that some of these rights may not apply to the information that we hold about you, and we may need to collect some form of proof of identity before acting on your request.

17 Where we have relied upon your consent to process your information, you also have the right to withdraw your consent at any time.

18 If you would like to exercise any of these rights, or have any other questions about this Notice, please contact the University's Information Governance Team at [data-protection@bathspa.ac.uk](mailto:data-protection@bathspa.ac.uk).

19 You also have the right to make a complaint to the Information Commissioner's Office about how we use your information, although we would ask that you get in touch with us first in order that we can try to put things right. How to contact the Information Commissioner's Office can be found at <https://ico.org.uk/concerns/>.