

Reach data sharing agreement 2019/20

1. The University of Worcester (the University) and John Smith's have set up a joint scheme to help you make the very best of your time at the University by improving access to the learning tools you need to support your studies. If you are an eligible student you will receive a funds loaded on to an account that you can use with John Smith's via a Reach account. You can use your Reach funds in the online shop (www.worcester-reach.co.uk) to help with the purchase of your required textbooks and other learning materials.
2. By participating in the Reach scheme, the University of Worcester will share your information with John Smith's for the purpose of administering and evaluating the Reach scheme. This information includes your contact details e.g. student number, student name, and university email address and your academic information e.g. year of study, course.
3. The University will collect and use information about your Reach account. This information includes your contact details, information about the use of your Reach account, and transactions in the John Smith's website
4. Your information will be used for the following purposes:
 - i. administration of the scheme;
 - ii. monitoring and evaluation of the scheme;
 - iii. Providing you with relevant scheme updates and/or marketing material.
5. The University of Worcester may also use your Reach account data to see how you use the scheme, and to understand your purchasing behaviour. Your Reach data may also be combined with other data the University holds to identify meaningful patterns, with the sole intention of providing effective support to improve the student learning experience.
6. We will only share your information within the University of Worcester (staff only) and the John Smith's Group. Your information will be processed and held securely in accordance with the Data Protection Act 2018, the UK's implementation of the General Data Protection Regulation (GDPR) and the University's Codes of Practice.
7. Direct Marketing – The University and its partner John Smiths may use your data to provide you with customised offers and promotions directly linked to the scheme; the University will not allow any of your personal data to be sold to or shared with any third party for the purpose of direct marketing.
8. When you cease to be a registered student at the University of Worcester, your Reach account will be closed and any outstanding balance will expire.