Understanding how you can use data from scanning at UCAS exhibitions.

When a visitor allows you to scan their ticket, this means you have permission to contact them via their preferred communication style.

When attendees pre-register, we ask how they'd prefer to be contacted by the exhibitors who scan their ticket – by email, post, or SMS. We then include this data as part of your report, which is available through your ENet account. You'll find this under a new column 'DP Scanner Preferences'. You can use these preferences to tailor your first post-event communications. Your ENet report also provides a date and timestamp of when each attendee's ticket was scanned, so you have evidence of when they gave their permission to be contacted.

Additionally, pre-defined tags (email, post, and SMS) are available for you to collect your own preferences if you wish. If you choose to collect your own preferences (see GDPR consent and tags section), these would supersede the scanner preferences collected at registration. The preferences you choose should define how you will communicate with contacts, and to be compliant you need to provide a clear method for any customer you contact to update their preferences in the future.

To give you more insight into what we ask attendees, we have included the registration question about scanning and ticket information below:

This is what we ask during registration, to confirm scanning preferences (screenshot).

Personalise your updates

To help you make the most out of your visit, we'll send you help and support when you need it. We'll also use the details below to make sure you only receive info and advice to help you achieve your career goals.

✗ Get tailored info about uni and college courses, open days, and apprenticeships.

○ Yes ○ No

✗ Get deals, offers, and freebies, including high street brands, tech, and travel.

○ Yes ○ No

Just so you know, your data is safe with us – **we never pass your details to third parties for marketing purposes without your permission**. If you change your mind, you can update your preferences at any time. For more information on how we treat your personal data, take a look at our privacy policy

Scan your ticket to get information from event exhibitors

Your e-ticket includes a barcode – if you get this scanned by a uni, they'll be able to send you info about course details and open days you're interested in. If you don't want an exhibitor to have your contact details, don't get your ticket scanned.

✗ How would you like to get the info?

☐ Email ☐ Post ☐ SMS

Terms and conditions of booking

Before completing your exhibition registration, please read our booking terms and conditions and our privacy policy.

✗ ☐ I agree to the booking terms and conditions

✗ ☐ I have read and understood the privacy policy

For your information, the text on the tickets to reinforce the message about scanning is as follows:

When you arrive at the event, UCAS will scan your barcode ticket so that we know you've arrived. Keep your ticket handy – if you would like to receive further information from particular exhibitors, you can scan your barcode at their stand. If you do this, we will give them your contact details so that they can send you information such as course details or invites to open days. If you do not want an exhibitor to have your contact details, then simply do not scan your barcode.

Privacy policy

Further to the above, UCAS' privacy policy tells students that we will share the communication channel preferences they provided to UCAS with exhibitors, which may then be used to send relevant materials. For more information, please view our privacy policy at www.ucas.com/aboutus/policies/privacy-policies-and-declarations/ucas-privacy-policy.

GDPR consent and tags

An exhibitor can choose to use the app to collect specific communication preferences when speaking directly with a student, when they scan their barcode. You can do this by selecting the tags available in the app. Any such activity will overwrite the preferences the student originally selected during the registration process and can then be used for future marketing activity.

If a preference is not available for an attendee in your report (this might happen where an attendee has registered onsite), you should make your initial contact with the attendee by email. You may want to use this as an opportunity to check which channels they are happy to receive communications through. Please note that you will then need to put in place your own processes to manage their ongoing communications preferences and ensure data compliance.

When an individual makes an active decision to scan their barcode at your stand, they have made an affirmative action to consent to marketing activity. As noted in our registration form, ticket and privacy notice students are aware that this action will allow their information to be shared with an exhibitor for marketing purposes.

What do we do to make sure the data you collect is accurate?

- We have provided guidance, and told schools attending UCAS events, to ensure they do not issue tickets to unintended recipients.

- Send the tickets to individuals directly via email – the tickets are issued to individuals, not schools/groups, and attendees are told not to share their ticket with anyone.

- Ensure your data is stored securely – all ENet accounts where you download data are accessed through an online portal, which require a login and password.

- Ensure the SmartLead app is maintained, and data is handled correctly – the SmartLead app does not directly store all the data from your scanning activity. It will store all the barcodes, with only the individual's details appearing on the last scan you made, so you can take notes or add tags against it. We have added some additional elements for you to monitor what

data has been scanned, and if data has synchronised – so you can be sure all data has reached your ENet account.

- Where feasible (e.g. the event is at an exhibition centre with on-site parking), UCAS Events staff will provide advice to coach parties.

- We monitor data integrity – our Analysis and Insights Team monitor data integrity to ensure it is accurate.

Contact us

If you have any questions about the data compliance of events, please contact:
General data compliance
E: datagovernance@ucas.ac.uk

If you have an urgent enquiry, please contact the Events Team:
E: Events@ucas.ac.uk
T: 01242 544 808