

Understanding how you can use your scanning data from UCAS exhibitions

Updated 22 January 2024

1. How can you use your scanning lead data?

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

UCAS collect communication preferences when visitors register...

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 scanning lead download file, which is available through your ENet account. You'll find this under column 'DP Scanner Preferences'. You can use these preferences to tailor your first post-event communications. Your scanning lead download file 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.

Collect your own communication preferences...

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 3), 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).

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 a QR code ticket is as follows:

When you arrive at the event, UCAS will scan your QR code 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

2. 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 <https://www.ucas.com/about-us/policies/privacy-policies-and-declarations>.

3. 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 QR code/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 QR code/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.

To comply with General Data Protection Regulation (GDPR) regulations, the exhibitor/provider of the ENet account is considered the data controller

4. The scanning lead data report

Your scanning lead data report will include the following fields and data:

Field name	Status	Notes
Date/Time		Date and time of scan
Device		Device used for scan
First Name		
Last Name		
Organisation		
Address #1		
Address #2		
Address #3		
County/State		
Postcode/Zip		
Country		
Cell/Mobile #		
Email Address		
Badge Type		Visitor type (Student/Parent/Adviser)
Barcode		Barcode/QR code number from the scanned ticket
Considering studying an apprenticeship		Interest in apprenticeships
Current School Year		Study year
Date of Birth		
DP Scanner Preferences		Preferences you can use to contact visitors that you scan. Note that onsite registrations may not have preferences but give permission to be contacted by email by being scanned.
<i>Apprenticeship industries (these columns will be confirmed February 2024)*</i>	<i>New field(s) for 2024</i>	<i>Shows up to 16 apprenticeship industries that students are interested in.</i>
Parent Post 18 Options		
School Name		
Start University Year LEARNER		Year student would like to start studying
Subject Interested 1		Subjects in priority order
Subject Interested 2		
Subject Interested 3		
Email opt in		Default Tags in the Smartlead UCAS app. You can use these to collect your visitors' preferences and override those collected by UCAS at the point of registration. The file displays answers 'Y', 'N' or blank to match Smartlead UCAS app functionality.
SMS opt in		
Post opt in		
Unused 4		
Unused 5		
Unused 6		

Unused 7		
Unused 8		
Unused 9		
Unused 10		
Notes		

* For 2024 exhibitions, there will be new data columns added to include apprenticeship industries. You can download the sample report (which includes all fields) from the Exhibitor Zone [here](#).

Note:

- As per the Booking Terms and Conditions, data will be available for the duration of the season until December 31 of the event year.
- On-site registration data (from those who have completed paper forms at the exhibition) will be available approximately two working days after each event. There may be some blank data elements where attendees have not provided adequate data.

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

- We provide guidance, and advise 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 UCAS app is maintained, and data is handled correctly – the SmartLead UCAS app does not directly store all the data from your scanning activity. It will store all the QR codes/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.
- Our Data Science Team monitor data integrity regularly to ensure it is accurate and consistent.

6. 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 a general event or data enquiry, please contact the Events Team:

E: events@ucas.ac.uk

T: 01242 544 808