

## UEA+MOVES PRIVACY NOTICE

The University of East Anglia (UEA) offers a physical activity tracking app called uea+moves to reward students and staff for the amount of physical activity they do.

This notice explains how the University will use your personal data if you register with and use the app. The notice doesn't cover other uses of your data that are not connected to the app. The full UEA staff and student privacy notices are published [here](#). uea+moves is part of the provision offered by uea+sport and the Sportspark, whose privacy notice can be found [here](#).

### WHO DOES THIS NOTICE APPLY TO?

This notice is for any UEA student or employee who has registered and/or is using the uea+moves app.

### WHAT INFORMATION DO WE USE, AND WHY?

Information	Purpose	Lawful basis
Name and UEA email address	<ul style="list-style-type: none"> <li>To allow you to register for the app</li> <li>To update you on any relevant information about your use of the app</li> <li>To contact you if you are eligible for a reward.</li> </ul>	It is necessary for UEA to use this information in order to perform our contract with you, or to take steps at your request before entering a contract.
	<ul style="list-style-type: none"> <li>To contact you for marketing purposes</li> </ul>	You have given us your consent to process your data in this way. Consent is managed through the app, and can be withdrawn at any time.
	<ul style="list-style-type: none"> <li>To invite you to be involved in a case study highlighting your experiences of the app</li> <li>To ask you if you would be happy to participate in research regarding the app.</li> </ul>	We can process this personal data when it's necessary for the purposes of our legitimate interests.
UEA User ID (e.g. aaa12bbb) and UEA email address	<ul style="list-style-type: none"> <li>To identify you as a unique user on the uea+moves app</li> </ul>	It is necessary for UEA to use this information in order to perform our contract with you, or to take steps at your request before entering a contract.
	<ul style="list-style-type: none"> <li>To help us understand the demographics of our users and identify underrepresented groups. We do this by matching your UEA User ID/UEA email address with demographic</li> </ul>	We can process this personal data when it's necessary for the purposes of our legitimate interests.

	information held by the University. You will not be identifiable in any report or outcome of this process.	
User Survey response	<ul style="list-style-type: none"> <li>We will survey you a maximum 4 times per calendar year. The purpose for doing this is to obtain statistics, report on and understand the impact uea+moves app is having on physical activity, wellbeing, commuter behaviour, attitudes to physical activity and workplace/study productivity.</li> </ul>	You have given us your consent to process your data in this way. We require your explicit consent to process any health-related data you may choose to provide. Consent is managed through the app, and can be withdrawn at any time.
uea+moves activity data	<ul style="list-style-type: none"> <li>We may use information in the aggregate to understand how our users as a group use the services and resources provided on our platform, websites and mobile apps. For example, how points people are earning for being physically active, what challenges are being utilised and what rewards are being redeemed.</li> </ul>	We can process this personal data when it's necessary for the purposes of our legitimate interests.

We do not intend to share your personal data with any third party. Any specific requests from a third party for us to share your personal data with them will be dealt with in accordance with the provisions of the data protection laws.

#### **WHERE DOES OUR INFORMATION COME FROM?**

Your name, UEA email address, UEA User ID and demographic information are already held on the University's IT systems. Other personal data processed whilst using the uea+moves app will come directly from you, for example, through your response to the user survey.

#### **DATA PROCESSORS**

We are using OpenPlay to host the uea+moves app and provide reporting functionality. They are acting as data processors on behalf of the University and have access to the data described above, including data that has not been anonymised. You can read their privacy policy in the uea+moves app in the edit profile section or via our website [here](#).

#### **HOW LONG WE KEEP YOUR INFORMATION**

We maintain your information records for the duration of your use of the app, and in line with our records retention schedules.

We will retain your personal data for a maximum of three years from the point of inactivity. We describe inactivity as, no activity points being recorded by you, on the application, for three full consecutive academic years (September to June).

### **CONTACT**

If you have any questions about the uea+moves app, contact [ueamoves@uea.ac.uk](mailto:ueamoves@uea.ac.uk). If you have any questions or concerns about the use of your personal data, contact [dataprotection@uea.ac.uk](mailto:dataprotection@uea.ac.uk). Further details are in the link below.

### **YOUR RIGHTS, CONCERNS & COMPLAINTS, AND OTHER INFORMATION**

We have published further data protection information [here](#).

### **CHANGES TO THIS PRIVACY NOTICE**

This privacy notice was amended in February 2020. If we make any further changes to this notice, we will let you know by sending an email to your UEA address.