



**THE AGA KHAN UNIVERSITY**

(International) in the United Kingdom

Institute for the Study of Muslim Civilisations

**AKU-UK  
MARKETING AND  
COMMUNICATIONS  
PRIVACY NOTICE**

**2022**

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## Document Approval

Name	Signature	Date
AKU UK Senior Management		October 2022
AKU Global Chief Information Officer (CIO)		September 2022
AKU Global Legal Representative		September 2022
AKU Global Data Protection Officer (DPO)		September 2022

## Version Control

Version	Maintained by	Release date
Version 1.0	Data Protection Team (DPT) as part of Global Data and Analytics Office (GDAO)	July 2020
Version 2.0	Data Protection Officer (DPO)	September 2022

## Your personal data

The Aga Khan University (International) in the United Kingdom (AKU-UK) established the Institute for the Study of Muslim Civilisations in 2002. AKU-UK are the Data Controller for the personal data you provide to us.

## What we need

The Marketing and Communications Department currently collect and process the following information:

- Personal identifiers: contacts and characteristics (for example, name and contact details, country of residence).
- Area of interest/study.
- Job title.
- Website or link to people's profiles.

## Why we need it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To be informed and updated about AKU-UK events.

Under the General Data Protection Regulation (GDPR), the lawful basis we rely on for processing this information are:

- Your consent. You can remove your consent at any time. You can do this by contacting AKU-UK. [marketing@aku.edu](mailto:marketing@aku.edu)
- We have a vital interest.
- We have a legitimate interest.

### How we get it

We also receive personal information indirectly, from the following sources in the following scenarios:

- From academics and other individuals, inside and outside AKU-UK, who suggest contact & informing you about our public events.
- Google search of people/institutions that might be interested in getting informed about our events (depending on the type and topic of the event).

### What we do with it

We use the information that you have given us in order to inform you about our public events which might be of interest to you. (i.e. marketing purposes). We may share this information with the organiser of the event (ISMC academic/staff) & other staff in the marketing department. It will not be shared for any other purpose without your consent unless required by law. The data is securely transferred to our data centre location. We have a Data Protection regime in place to oversee the effective and secure processing and storage of your personal data.

### Where and how long we keep it

Your information is securely stored on our email marketing tool as well as our secure local drive with access restriction within the Marketing and Communications Department.

We keep name of person/institution, surname and email for as long as we need it for the business function. The information will be disposed of by deleting the records on our email marketing tool and dedicated hard drive.

### What are your rights?

If at any point you believe the information, we hold about you is incorrect you can request to see this information and have it corrected or deleted. Under applicable data protection laws, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

## AKU-UK Marketing and Communications Privacy Notice



Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [ismc.marketing@aku.edu](mailto:ismc.marketing@aku.edu) or our DPO at [DPO@aku.edu](mailto:DPO@aku.edu), tel.: +44 (0)20 7380 3800, if you wish to make a request.

### Departmental contact details:

Name: Communications and Professional Programmes Unit

Address: Communications and Professional Programmes Unit

Aga Khan University Institute for the Study of Muslim Civilisations, Aga Khan Centre, 10 Handyside Street, London, N1C 4DN United Kingdom.

Phone Number: +44 [0] 20 7380 3839

E-mail: [ismc.marketing@aku.edu](mailto:ismc.marketing@aku.edu)

Web Address: <https://www.aku.edu/ismc/Pages/home.aspx>

## How to complain?

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law, you can complain to the Information Commissioner's Office ([ICO](#)).

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113