

# Behavioural Research UK (BR-UK)

## Privacy Statement

### Introduction

The Behavioural Research UK Leadership Hub is committed to respecting your privacy and protecting your personal data. Please read this Privacy Statement carefully. It describes why and how we collect and use personal data and provides information about your rights.

### Who we are

Behavioural Research UK (BR-UK) is a consortium funded by UK Research and Innovation (UKRI) via the [Economic and Social Research Council](#) (ESRC). The consortium serves as a leadership hub that is part of a wider ESRC funding programme to build national capability for behavioural research. BR-UK has been awarded funding of £12 million over five years to drive interdisciplinary innovation in behavioural research targeted towards addressing major societal challenges.

BR-UK is led by Professor Linda Bauld from the University of Edinburgh and Professor Susan Michie from University College London. It involves behavioural researchers from a range of academic disciplines in eight UK Universities, along with partners including The Scottish Government, Welsh Government, government departments and agencies in Northern Ireland, the UK Health Security Agency, Public Health Wales, the Transport Research Laboratory, and Zinc (a company working with entrepreneurs), along with the support of a range of other organisations. The ESRC has agreed with the UK Government Office for Science that a post will be embedded within BR-UK from GO-Science. The BR-UK website, event and communication functions are supported mainly by the University of Edinburgh with University College London assisting with some specific communication/event activities.

For data collected under this Privacy Statement, the University of Edinburgh and University College London are the Data Controllers. Under UK GDPR, 'controller' means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.

You can contact the University of Edinburgh Data Protection Officer at [dpo@ed.ac.uk](mailto:dpo@ed.ac.uk) or University College London Data Protection Officer at [data-protection@ucl.ac.uk](mailto:data-protection@ucl.ac.uk).

In addition to this document, you can find the general data protection policy for:

- the University of Edinburgh at <https://www.ed.ac.uk/data-protection/data-protection-policy>
- University College London at <https://www.ucl.ac.uk/data-protection/policies/2025/aug/data-protection-policy>.

The BR-UK website is hosted at The University of Edinburgh. The website privacy policy is located at: <https://www.ed.ac.uk/about/website/privacy>.

### Data we collect about you and how we use it

In summary, with your consent we may:

- Keep you up to date via electronic communications with news, events, activities, programmes, services, funding and progress of interest to you with regards to BR-UK

- Process information about you to administer your attendance at BR-UK events. After which we may send you presentations and surveys.

We will use your data in a fair and transparent way, and not in any way that is unduly detrimental, unexpected or misleading to you. We will only collect the data that we require for the purposes detailed on the next page.



Who do we collect data from?	When do we collect it?	What data do we collect?	How do we use it?
External stakeholders and interested members of the public	When registering to attend, or agreeing to speak at a BR-UK event	Contact details including name, email address, job title, work organisation, and dietary, accessibility requirements.	<p>To facilitate attendance or participation in BR-UK events, including the meetings, seminars, webinars, training events and educational workshops. We may contact you post-event to request your input/evaluation to help us improve future events.</p> <p>If you are a speaker/facilitator, we will also use your information to promote the event and inform others about the content.</p>
		Personal data such as (but not limited to) age, gender, ethnicity, sexuality, religious or other beliefs.	<p>We may ask you to provide some personal demographic information on occasion to assist us in ensuring we are engaging with and/or representing a broad range of individuals and groups. <i>This will be entirely voluntary and is not a pre-requisite for attending meetings or events.</i> This is inline with <a href="#">BR-UK's approach to equality, diversity, inclusion and intersectionality</a>.</p>
External stakeholders and interested members of the public	When registering to attend, or agreeing to speak at a BR-UK event including webinars.	Video recordings and photography from our events, which may be online or in person	Video recordings of content presented at events may be published on the website and shared on social media.
			Photographs from events may be used in promotional material or presentations about BR-UK and shared on social media.
			<p>We will always notify participants if an event is being recorded and/or if photographs will be taken. We will do our best to omit anyone who does not wish to be filmed and/or photographed, and will carefully review content prior to publishing to ensure you are not included in any footage or images. Posting images and/or video on our website or social media channels constitutes international transfer of data. This will only be done with explicit consent of the individual(s) concerned.</p>



Who do we collect data from?	When do we collect it?	What data do we collect?	How do we use it?
External stakeholders; interested members of the public	When opting in to receive our newsletter.	Name, email address, job title, work organisation	We will use this information to send you our newsletter and to notify you of future events or other relevant news and opportunities from our networks.
Members of the BR-UK Consortium (individual)	When joining the Consortium	Name, email address, job title, work organisation; experience and training information.	To support the core functions of BR-UK, including managing our award, complying with funder requirements, notifying you of future events, news and relevant updates and/or opportunities from our networks. Additionally, we may monitor BR-UK staff and student entries into training, awards, programmes and competitions.
Members of the BR-UK Consortium (Institution level)	When joining the Consortium	Name, email address, job title, work organisation, specific contractual information	To meet our contractual obligations as related to the management of the BR-UK grant award. This may include tracking financial information for reporting and capturing external, past and current researcher and academic publications and research outcomes.
Visitors to the BR-UK website	When visiting any pages on the BR-UK website	IP address, operating system and browser information where this is available	<a href="#">For more information on our use of cookies and details of how the University of Edinburgh is committed to preserving your privacy, please see the Privacy and Cookie Policy information webpages.</a>
	Specifically submitting a request to access the Ask BR-UK service or contacting us via the website or by email to enquiries@br-uk.ac.uk.	Name, email address, job title, work organisation	By using the Ask BR-UK service or contacting us via our website or email for information, you provide consent for us to contact you to discuss your request and agree next steps. This will likely include ongoing communication. We may contact you to request feedback on the service if we accept and complete your request.

Who do we collect data from?	When do we collect it?	What data do we collect?	How do we use it?
External stakeholders and interested parties	When submitting an application to the BR-UK Commissioning Fund	Name, email address, job title, work organisation	By submitting an application to the BR-UK Commissioning Fund you provide consent for us to process your application and to contact you to discuss the progress and outcome of your application. This may include ongoing communication. If your application is successful, we will need to contact you to meet our contractual obligations as related to the management of the BR-UK grant award. This will include tracking financial information for reporting and capturing external, past and current researcher and academic publications and research outcomes.



### **Legal basis for using your information**

We use consent for processing your personal data for the purpose of adding details of external stakeholders and interested members of the public to our mailing list.

To allow us to perform tasks for the day-to-day running of BR-UK, the legal basis for using your information will be legitimate interest. We may also process your information under the legal basis of contract, where this processing is necessary for a contract you have with us.

### **How we store and share your information**

University staff working for BR-UK in communications and operational roles (such as staff who may assist with the organisation of events and meetings) will have access to your personal information. Information about you will be stored securely with controlled access.

Information that you share with us may be processed by the following third parties, when their services are required to deliver our events or other work.

- Other participating partner institutions within BR-UK
- Dotdigital for the delivery of newsletters and mailings
- Microsoft applications such as Teams or Forms, Eventbrite and Zoom to facilitate event registrations
- Videography and photography companies at events
- Co-hosts of events and conferences
- Other participating institutions in BR-UK, where they are delivering work for the Consortium (e.g. events or developing research that may be of interest to you)
- Other departments and services within the University of Edinburgh (e.g. IT, reprographics)
- Research funding bodies (e.g. for reporting or audit of financial records).

Personal data will not be shared with external service providers other than those acting on the instructions of the University of Edinburgh. Where this is the case, a written contract will be put in place with the provider to set out the purposes for which the information can be used and the security measures that must be in place. This contract will ensure that the service provider agrees never to use your data for any additional purposes not set out in the agreement.

Otherwise, unless required to do so by law, we will not share, sell or distribute any of the information you provide to us without your consent.

### **How long will your information be held?**

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected and, in some cases, so we can comply with our legitimate and contractual obligations. At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

However, some images, recordings or written comments may be retained permanently once they are published and be kept as an archive of University life.

In the case of subscribed services, such as our newsletter, you can opt out of our mailing lists at any time.

We will retain personal information about BR-UK members as long as it is required to manage the grant and comply with funder reporting requirements.

### **Your data protection rights**

Under UK GDPR and the amended Data Protection Act 2018, you have rights including:

- Your right to be informed - You have the right to be informed how your personal data is collected and used.
- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal 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 personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

More details are available from the Information Commissioner's Office. 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 Consortium Manager, Sancha Martin at [sancha.martin@ed.ac.uk](mailto:sancha.martin@ed.ac.uk) if you wish to make a request.

### **How to complain**

If you have any concerns about our use of your personal information, you may in the first instance contact the University Data Protection Officer at the Institution who collected your data. For the University of Edinburgh, you may email [dpo@ed.ac.uk](mailto:dpo@ed.ac.uk) and/or at University College London, please email [data-protection@ucl.ac.uk](mailto:data-protection@ucl.ac.uk).

If you remain dissatisfied, then you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

[www.ico.org.uk](http://www.ico.org.uk)

We will correct any inaccuracies in such information as soon as practicable after being notified in writing. Any user may also require that this information be removed from our records by writing or emailing.

### Unsubscribing

If you change your mind about being contacted in the future you can opt out from further communications at any point by contacting us directly at [enquiries@br-uk.ac.uk](mailto:enquiries@br-uk.ac.uk) or you can alternatively unsubscribe from a particular mailing list via the unsubscribe link at the bottom of email communications you receive from us.

### Change Log

V1.1 – March 2025 – Updated to include:

- Optional provision of personal data
- Processing of data for contractual purposes such as financial information
- Reference to the use of data provided via email or by the Ask BR-UK Service
- Details on how to unsubscribe from mailing lists.

V1.2 – August 2025

- Updated to include the processing of data provided when applying to the BR-UK Commissioning Fund.

V1.3 – September 2025

- Updated to reflect addition of UCL as a joint data controller when BR-UK communications functions (such as webinars) are managed by UCL.

V1.4 – May 2026

- Updated to reflect inclusion of Microsoft applications such as Teams and Forms for collecting and hosting webinars and meetings.
- Clarification regarding contact of event participants to request post event feedback.