



ULSU Housing Accreditation Privacy Notice

Introduction

This Privacy Notice explains how University of Lincoln Students' Union ("ULSU", "we", "us", "our") collects, uses, shares and protects personal data through the Housing Accreditation Scheme.

The Housing Accreditation Scheme exists to:

- assess and accredit student accommodation providers
- promote accredited accommodation to students
- monitor compliance with scheme standards
- investigate concerns, complaints and allegations relating to accredited properties
- support students in accessing safe, suitable and well-managed accommodation, and
- work with relevant partner organisations to improve housing standards within the local student community

This Policy applies to:

- students and prospective students
- accredited landlords
- letting agents
- property owners
- guarantors
- complainants
- individuals involved in investigations, inspections or accreditation reviews, and
- visitors to the Housing Accreditation website

If you do not agree with this Policy, please discontinue use of our website and services.

Relationship with the ULSU Privacy Notice

This Privacy Notice is a supplementary, service-specific notice and should be read alongside the ULSU Privacy Notice. The main ULSU Privacy Notice explains ULSU's general approach to processing personal data, your rights, international transfers, security measures, retention principles and complaints handling. This Notice provides additional information about the specific processing activities carried out as part of the Housing Accreditation Scheme.

Who We Are

ULSU is the Data Controller for the Housing Accreditation Scheme.

Email Contact Details:

- General enquiries: accreditation@lincolnsu.com
- Complaints: complaints@lincolnsu.com
- Data Protection Officer: compliance@lincolnsu.com

Address: Lincoln Students' Union, Brayford Pool, Lincoln, LN6 7TS

Data We Collect

The personal data we collect depends on your relationship with the Scheme.

Students and Prospective Students

Depending on how you interact with the service, this may include:

- name
- student ID number
- contact details
- accommodation preferences

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- correspondence with the Housing Accreditation team
- records of enquiries and advice requests
- complaint information
- evidence submitted in support of a complaint
- tenancy-related information relevant to a concern or investigation
- marketing preferences

Landlords, Letting Agents and Property Owners

Depending on how you interact with the service, this may include:

- name
- business name
- company details
- contact details
- accreditation application information
- property ownership or management information
- payment and invoicing information
- licensing, certification and compliance records
- correspondence relating to accreditation
- complaint and investigation records
- records of inspections, reviews and assessments
- marketing preferences

Website and Technical Information

When you use the Housing Accreditation website, we may collect:

- IP address
- browser type
- device information
- website usage data
- cookies and similar technologies
- website diagnostics and security information

Further information is available in the ULSU Housing Accreditation Cookie Policy.

Information from Other Sources

We may receive limited personal information about you from third parties where this is necessary to deliver our services. This may include:

- the University of Lincoln
- local authorities
- regulatory bodies
- landlords and managing agents
- students and complainants
- professional advisers
- partner organisations involved in housing standards
- publicly available sources
- service providers supporting the operation of the Scheme

This data is only used where lawful and necessary for the purposes described in this Notice.

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How We Use Your Data - Supporting Students

We may use personal data to:

- respond to enquiries
- provide housing advice and information
- facilitate contact between students and accommodation providers
- help students identify accredited accommodation
- investigate concerns raised by students
- manage complaints
- support safeguarding, welfare and risk management activities where appropriate

How We Use Your Data - Managing Accreditation

We may use personal data to:

- assess applications for accreditation
- verify information submitted by landlords or agents
- review property standards
- maintain accreditation records
- monitor ongoing compliance with scheme requirements
- communicate accreditation decisions
- administer scheme membership and participation

Improving Our Services

We may analyse information to:

- understand demand for accommodation services
- improve the Housing Accreditation website
- develop housing support services
- identify recurring issues affecting students
- improve property standards across the Scheme
- support strategic planning and reporting

Marketing & Communications

ULSU is a registered charity and a membership organisation. We process personal data for communications in accordance with UK GDPR, PECR, and the Data (Use and Access) Act 2025 (DUAA).

We may send communications relating to Housing Accreditation services, housing information, accommodation opportunities and related initiatives in accordance with UK data protection legislation and PECR. You can opt out of marketing communications at any time.

Important service communications relating to accreditation, complaints, investigations, housing support or scheme administration are not marketing communications and cannot always be opted out of. This approach is consistent with the ULSU Privacy Notice.

Our Lawful Bases for Processing

Depending on the circumstances, we rely on one or more of the following lawful bases:

- performance of a contract
- taking steps prior to entering into a contract
- legal obligation
- legitimate interests
- consent, where required

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- protection of vital interests in exceptional circumstances

Our legitimate interests include:

- operating and administering the Housing Accreditation Scheme
- promoting quality housing standards
- investigating complaints
- ensuring accountability within the Scheme
- maintaining accurate accreditation records
- improving housing-related services

Sharing Your Data

We may share personal data where necessary with:

- the University of Lincoln
- local authorities
- accredited landlords and letting agents
- professional advisers
- regulators and law enforcement bodies
- insurers
- auditors
- service providers acting on our behalf
- partner organisations supporting housing standards or student welfare

We do not sell personal data or allow third parties to use it for their own marketing purposes.

Your Rights

Your rights under UK GDPR, including the rights of access, rectification, erasure, restriction, objection, portability and complaint, are explained in full within the University of Lincoln Students' Union Privacy Notice. To exercise your rights, please contact us at compliance@lincolnsu.com

Data Retention

We retain your personal data only as long as necessary for:

- operate the Scheme
- investigate complaints
- maintain accreditation records
- meet legal and regulatory obligations
- resolve disputes
- defend legal claims

Where appropriate, information may be anonymised and retained for statistical, research and service improvement purposes.

Unless a specific retention period is stated for Housing Accreditation records, the retention periods set out in the ULSU Privacy Notice will apply.

Social Media Interactions

We operate pages and accounts on social media platforms, which are linked on our website. When you interact with us on these platforms, we may receive personal information about you such as your name, profile information, and the content of your messages or posts. We process this information to respond to enquiries, manage our online community

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and promote our services. This processing is carried out under our legitimate interests in managing our social media presence. Please note that your use of these platforms is subject to the privacy policies of the social media providers.

Our social media activity includes year-round engagement as well as campaign-specific activity which may be supported by separate, supplementary privacy notices providing further detail.

Social Media Advertising and Analytics

We may use social media advertising tools to measure performance, create custom audiences, or run targeted advertising. These tools may collect information such as IP address, device information, browsing behaviour and engagement data. This processing is carried out in accordance with UK GDPR and PECR requirements and is detailed in our Cookie Policy.

Complaints

Under the DUAA, you now have the statutory right to complain directly to us first about how we process your personal data. We must:

- Provide a way for you to make complaints
- Acknowledge your complaint within 30 days
- Respond without undue delay

You may escalate to the ICO after we have responded or if you remain dissatisfied. If you wish to submit a complaint, please email complaints@lincolnsu.com

Changes to This Policy

We may update this Policy from time to time. The most recent version will be posted on the footer of our website, with a revised month and year date reference at the bottom of each page.