



Students' Union Management System (SUMS) Privacy Policy

Introduction

This Privacy Notice explains how SUMS ("we", "us", "our") collects, uses, stores, shares and protects personal data when you:

- Visit the SUMS website
- Request a demonstration or contact us
- Use the SUMS platform
- Receive communications from us
- Subscribe to updates or marketing communications
- Engage with support services

SUMS is a digital management platform designed for Students' Unions and supports services including membership management, elections, surveys, websites, communications, reporting, advice case management, academic representation and other Students' Union functions.

We are committed to safeguarding your privacy and complying with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (DPA) and the Privacy and Electronic Communications Regulations 2003 (PECR). This policy also includes all changes made by the Data (Use and Access) Act 2025 (DUAA).

Who We Are

SUMS is a Students' Union Management System developed by and for Students' Unions. For the purposes of the SUMS website and customer relationship management activities, SUMS acts as the Data Controller.

Where SUMS provides software services to a Students' Union, the relevant Students' Union will shall be the Data Controller for the personal data processed within its instance of the platform and SUMS will act as a Data Processor on its behalf.

Email Contact Details:

- General enquiries: support@sums.digital
- Complaints: complaints@sums.digital
- Data Protection Officer: compliance@sums.digital

Address: SUMS Ltd, The Engine Shed, Lincoln Students' Union, Brayford Pool, Lincoln, LN6 7TS

Data We Collect

We collect personal data that you directly provide to us, data automatically collected when you interact with the website and data provided by third parties.

Information That You Provide

Depending on how you use the website, this may include:

- Name
- Email address
- Telephone number
- Organisation name
- Job title
- Enquiry details
- Support requests
- Marketing preferences
- Information provided through forms, surveys or demonstrations



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Information Collected Through the Platform

Where a Students' Union uses SUMS, data entered into the platform may include but is not limited to:

- Student names
- Student identifiers
- Student email addresses
- Course or academic information
- Membership records
- Election participation records
- Society and activity membership information
- Survey responses
- Petition participation
- Democratic engagement records
- Event attendance information
- Advice case records
- Communication preferences
- User-generated content submitted through platform modules

The specific categories of data are determined by each Students' Union using the platform.

Data Automatically Collected

When you use the website, we may collect:

- IP address
- Browser type
- Device information
- Operating systems
- Log data
- Website usage information
- Cookies and similar technologies
- Date and time of access
- Referring websites

This is required for security, performance, and user experience improvements. You can manage or disable cookies in your browser settings. For full details, please see our Cookie Policy.

How We Use Your Data

In summary, we use your data to:

- Provide and maintain the SUMS platform
- Delivering customer support
- Respond to enquiries
- Manage demonstrations and sales enquiries
- Provide software updates and service notifications
- Improve platform functionality
- Monitor performance and security
- Preventing fraud and misuse
- Meet legal and regulatory obligations
- Manage customer relationships
- Analyse usage trends



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- Maintain business records

Where we process data on behalf of a Students' Union, we do so only in accordance with the instructions of that Students' Union.

Marketing & Communications

We may send information regarding:

- SUMS products and services
- Product updates
- Industry news
- Events and webinars
- Feature announcements

Where required by law, we will obtain your consent before sending marketing communications. You may unsubscribe at any time using the links included in communications or by contacting us directly.

Legal Bases for Processing

We rely on one or more of the following lawful bases under UK GDPR and the DUAA:

- Contract: where processing is necessary to deliver services or opportunities you request
- Legitimate interests: Where necessary for the operation, security and improvement of our platform, including providing customer support, preventing fraud, undertaking business administration activities, and developing new features, products and services
- Legal obligation: where required by law or regulation
- Consent: including marketing communications, optional cookies and surveys or promotional activities

Platform Customers and Students' Unions

SUMS provides software services to Students' Unions. Depending on the processing activity, SUMS may act as either a Data Controller or a Data Processor.

SUMS acts as a Data Controller when processing personal data for its own business purposes, such as managing enquiries, customer relationships, contracts, support services, website administration, marketing activities and platform security.

SUMS acts as a Data Processor when providing platform services to Students' Unions. In these circumstances:

- Students' Unions determine the purposes for which student data is used
- Students' Unions act as the Data Controller for personal data held within their SUMS environment
- Students' Unions are normally responsible for responding to data subject rights requests
- SUMS processes personal data only on the instructions of the relevant Students' Union
- SUMS only accesses customer data where necessary to provide support, maintenance, security, troubleshooting or other contracted services

SUMS implements appropriate technical and organisational measures to protect personal data and enters into data processing agreements with its customers where required by law.

Individuals wishing to exercise rights relating to personal data processed by a Students' Union through the SUMS platform should contact the relevant Students' Union directly. Where SUMS receives a request relating to data processed on behalf of a Students' Union, we will assist the relevant Students' Union in responding to the request in accordance with our contractual and legal obligations.



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Sharing Personal Data

We may share personal data with:

- Cloud hosting providers
- Technical support providers
- Security monitoring providers
- Professional advisers
- Auditors
- Payment providers
- Regulatory authorities
- Law enforcement agencies where legally required

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

International Data Transfers

Where personal data is transferred outside the United Kingdom, we implement appropriate safeguards, including:

- UK International Data Transfer Agreements
- UK-approved contractual clauses
- Transfers to countries recognised as providing adequate protection

Data Retention

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

- Delivering our services
- Meeting legal, tax, and accounting obligations
- Resolving disputes and enforcing agreements

Data Type	Retention
Sales and enquiry records	Up to 3 years
Support records	Up to 6 years
Contract and account records	Up to 7 years
Enquiries and correspondence	Up to 2 years
Marketing preferences	Until consent withdrawn
Website analytics	As defined in Cookie Policy
Complaints and governance records	In line with legal and regulatory requirements

Security

We use appropriate technical and organisational measures to protect personal data, including:

- Encryption
- Role-based access controls
- Secure hosting environments
- Multi-factor authentication where available
- Security monitoring
- Regular security reviews
- Backup and disaster recovery procedures

Although we use robust safeguards, no system can be guaranteed to be completely secure.

Your Rights

Under data protection laws, you have the right to:



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- Access your personal data
- Rectify inaccurate data
- Request deletion
- Restrict or object to processing
- Withdraw consent
- Data portability
- Challenge automated decisions
- Submit complaints

To exercise your rights, please contact us at compliance@sums.digital

Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Maintain website functionality
- Improve user experience
- Measure website performance
- Analyse visitor behaviour
- Enhance security

You can manage or disable cookies in your browser settings. For full details, please see our Cookie Policy.

Third Party Links

Our website may contain links to other websites and services. We are not responsible for the privacy practices of those third parties and encourage you to read their privacy notices before providing personal information.

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@sums.digital

You also have the right to complain to the Information Commissioner's Office (ICO): <https://ico.org.uk>

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 in at the bottom of each page.