



UCD Micro-credentials Privacy Statement

This privacy statement is for University College Dublin, Belfield, Dublin 4, Ireland, in particular for the UCD Micro-credentials unit. You can contact us at microcredentials@ucd.ie.

UCD Micro-credentials respects your right to privacy and actively seeks to preserve the privacy rights of those who share information with UCD Micro-credentials. You will find [University College Dublin's privacy statement here](#), which covers the main data processing activities of the university. Any personal information which you volunteer to the University will be treated in accordance with Irish and European Data Protection legislation.

For the purposes of this privacy statement, any references to “we” or “us” refers to UCD Micro-credentials.

1. Why and how do we collect and process the information?

We collect your personal data when you access the www.ucd.ie/microcredentials/ website and when you subscribe to the UCD Micro-credentials newsletter.

When you visit our website or read a marketing email, we may automatically collect information about you via cookies, and other similar technology.

We collect information for the purposes of direct email marketing on the basis of consent. We will collect the following types of information of personal data; first name, last name, whether you are contacting us as an individual or employer, email address, and your area of interest.

2. How long do we keep your information?

We store this information for as long as necessary to fulfill our requirements, based on the information you have provided. You are entitled to opt-out from receiving marketing communication at any time by using the "Unsubscribe" option included in any marketing e-mail received from us.

You can control the website collection at any time via the [cookie consent options on our website](#) and restrict it to “Strictly Necessary Cookie” collection only.

3. Who has access to the information?

We will never sell your personal information to third parties. Some services that we provide require the involvement of third parties. We have carefully selected these third parties and taken steps to ensure that your personal information is adequately protected. The third parties include our analytical tools and email marketing services.



Unfortunately, the transmission of information via the Internet is not completely secure so we cannot guarantee the security of your information when it is transmitted to our website or from third party websites, any transmission is at your own risk.

The site may from time to time contain links to and from the websites of our affiliates. If you follow a link to any of these websites, we cannot accept liability and these websites will have their own privacy statements separate to UCD Micro-credential's privacy statement.

4. What are your rights?

You have the following rights in relation to the collection and processing of your personal information.

- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to data portability
- Right to object

To exercise any of the above, you can contact us at microcredentials@ucd.ie.

Where processing is based on consent, you have the right to withdraw consent at any time.

You will find more information on your personal data protection rights from the "[Rights of Individuals under the General Protection Regulation](#)". If you have concerns about your rights, you can contact the UCD DPO by email at gdpr@ucd.ie

If you find that you are not happy with UCD's response or believe we are not processing data in accordance with the law, you can complain to the Irish Data Protection Commission. For more detail visit; <https://www.dataprotection.ie/>