



**European Union**  
European Regional  
Development Fund



## Image Project Privacy Notice

The IMAGE (Innovation in Manufacturing, Aerospace and the Green Economy) project is committed to being transparent about how we collect and use personal data and to meeting our data protection obligations.

### The legal basis for using your data

We have identified Legitimate Interests as the legal basis for processing your data under GDPR.

### What are our Legitimate Interests?

The primary goal of the IMAGE project is to provide support for local SMEs through a number of grants which fund access to advice and support from Cranfield University academics and/or access to facilities.

Our Legitimate Interests are:

1. To carry out the principle aims of the ERDF-funded IMAGE project which is to support innovation in local SMEs. This in turn will have a positive impact on the local economy through increased growth and prosperity in small businesses.
2. To enable Cranfield and partner universities to carry out their legitimate business activities - specifically the provision of academic expertise to the business community and access to specialist facilities.

### How will we use your data

We will use your personal information to inform you of the opportunities offered by the IMAGE project:

- Contacting you with information on the grants and consultancy on offer
- Inviting you to IMAGE-hosted business events.

### Where we collect data from you

In the majority of cases, we will have found your data on a publicly available website, such as your company website or yellow pages. In other cases you will have been in touch with Cranfield University to express interest in the services on offer.

### What data do we process?

The data that we keep consists of your name and business contact details. Where available, we keep information on your SME status in order to ensure that we only contact businesses who are eligible for our support.

### Sharing your information

We will not share your information with any organisation outside Cranfield University or the IMAGE project without your prior authorisation to do so.

### How we look after you data

Your data is protected and stored in accordance with the General Data Protection Regulation (GDPR). Information on this, and your rights under GDPR, can be found in Cranfield University's [privacy notice](#).

Please contact [gdpr@cranfield.ac.uk](mailto:gdpr@cranfield.ac.uk) or Data Protection Officer, Cranfield University, College Road, Bedford, MK43 0AL for further advice.

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