

Additional information on profiling with behaviour patterns

The information provided in this document is directly related to and complements the [Privacy Policy on the Santander Scholarship Platform](#).

Universia provides this information so that users can learn more about the workings of the automated system that is necessary to carry out this processing, i.e., profiling for use in behaviour patterns so that personalised product suggestions and recommendations can be made.

The tool automatically executes an analysis of the behaviour patterns of the portal's users and allows the users to be shown recommendations and suggestions in the portal about proprietary products and/or services that may best suit their interests, according to the patterns of behaviour and information generated by users within the portal. The products and services offered refer to scholarships, courses and other relevant content of the portal.

The tool mentioned works with artificial intelligence. Artificial intelligence is a machine's ability to display capabilities similar to those of human beings, such as reasoning, learning and creativity. In particular, this technology comprises intelligent technological systems and tools that feed on information with which they are capable of generating content, predictions, recommendations and decisions to interact with the environment for which it was developed.

Universia proposes to use this tool to define different recommendation models that personalise the searches and experience of users when browsing on the portal, based on the following patterns:

1. Recommendations based on "most viewed": the popularity algorithm recommends the most popular products or services based on the activity data of users on the portal. If a user is not registered and does not accept the portal's analytical and advertising cookies, the recommendations shown will be those of this model, which are generic recommendations based on aggregate and statistical information on the activity of users (registered and unregistered) who visit and browse the portal.
2. Recommendations based on "because you have seen": this algorithm makes use of the interaction data that a user may have had with a certain product to recommend services similar to those visited.
3. Recommendations that "may be of interest to you": the algorithm used in this recommendation model takes as a reference the data and information on users' behaviour and interaction with product and service suggestions made on the portal.
4. Personalised ranking of items: this algorithm generates personalised classifications of items. A personalised classification is a list of recommended items that are selected for specific users taking into account the information obtained about them. This is useful for displaying search results, promotions or selected lists that are personalised for users when they search on the portal.

For the tool and the recommendation models related to the second, third and fourth options to work, the following characteristics must be met:

- The user must have the status of "Registered user" for the portal where the recommendations are to be shown.

- The user must accept the analytical and advertising cookies on the cookie configuration panel provided on the portal.
- Users may object, at any time, to their personal data being processed for this purpose by sending a right to object request to the following email address derechosarcobecas@universia.net as provided for in point 6 of the Privacy Policy.
- *As previously indicated, if these requirements are not met, the recommendation model provided for the first option will be applied by default, where Universia will not process personal data, but will use aggregated information and statistics. In this case, users will only see generic suggestions for the products offered on the portal.*

When defining recommendation models and preparing automated profiles for users, the tool will use information exclusively from Universia's internal sources. When we say internal sources, we mean that the personal data that Universia will process with the tool is the data obtained or processed directly by the controller in its systems.

As indicated in the Privacy Policy, the following information will be processed through the tool: (i) personal data and information generated by users on the portal: full name, country of residence, email address, date of birth, curriculum vitae, training or qualifications; (ii) personal data obtained from online identifiers, such as analytical and advertising cookies: data concerning browsing and use of the portal (IP address, enrolment to programmes, participation and interaction in communities and contents marked as favourites, and browsing habits via cookies).

According to the principle of data conservation, by which data is expected to be kept for no longer than is necessary for the purposes of processing personal data, Universia will process users' personal information in accordance with the conservation criteria indicated in point 4 of the Privacy Policy.

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