*Due to evolving data protection laws and the emergence of GDPR in the United Kingdom, QS is obliged to ensure that each institution has the right to pass the details of any contacts resident in the EU to us.* *Please use the example template below to obtain consent to pass the contact’s details to QS. If the institution does not receive a reply from the contact by the date indicated in their email, such contact should be removed from the institution’s list of contacts prior submitting it to QS. Consent is opt IN and not opt out.*

*It is not permitted to use promotional banners, links or references to or any other additional information about the university (such as its performance) in this email. Aside from basic personalisation such as the University logo as it would normally appear in standard communications or inserting the name of an individual at the university who suggested the contact, the text below should not be changed without consultation.*

*Questions have been raised in the past about email versions dispatched from various universities and whether or not they meet our policy guidelines. For the avoidance of any ambiguity we have prepared the following templates which you should not deviate from without prior consultation with us (we recognise that local requirements and culture may merit some iterative modification and welcome such feedback). If you require a translation into any other languages, please let us know.*

Dear [Greeting/Name],

We are writing to you as an important stakeholder of our university. We value our ongoing engagement with you and would like to be certain that we are not using your information for any purpose that you would prefer us not to. For the purposes of an important global survey of academic/employer opinion, we would like to seek your permission to pass on your contact details (name, job title, institution and email address) to QS. We feel that your impartial responses would contribute to the insight and precision of the survey’s outcomes.

If you consent to your contact details being passed to QS for this purpose exclusively, please reply to this email by [insert the date]. If we do not hear from you by this date, we will assume that you do not want your contact details to be passed on.

If you agree, you should be contacted by QS in the next few months with an invitation to participate in the annual QS Global Academic/Employer Survey, along with a maximum of three reminders. Their email will come from [rankings@qs.com](mailto:rankings@qs.com) please add to your safe senders and check your spam.

The resulting data will be used in aggregate form only, QS will not contact you for any other reason, or for more than two editions of their annual survey, without supplementary or separate consent. Your responses will be combined with those of many others around the world to form academic/employer reputation indicators used in the QS World University Rankings at global, regional, subject and program levels where relevant. Detailed information can be found [here](http://support.qs.com/).

Many thanks in advance for your cooperation.

Kind regards,

[Contact person]

[Job title]

[University name]