

Digital Experience Service Third Party Engagement

From time to time stakeholders within the university will look to engage external service providers for the deployment of digital marketing initiatives.

The Digital Experience Service requires stakeholders to obtain the information listed below so that requests for systems access or technical implementations can be acted up in a timely fashion, whilst ensuring no adverse impact on the university’s website and associated systems, or policies relating to data capture and disclosure.

**Please attach a completed copy of this form to your** [**DX work request**](https://www.shu.ac.uk/digital-experience-service#work-with-us)**.**

The Digital Experience Team will require **two weeks** to act on your request from date of allocation.

Stakeholder details

**Stakeholder name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Stakeholder email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**External supplier: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Non-disclosure of Sheffield Hallam data

**Has the external supplier signed a non-disclosure agreement, or does their contract include a clause asserting that they will not disclose the university’s data?**

YES

NO

Google Analytics access

**Will access to Google Analytics be required?**

YES

NO

Google Tag Manager tags

**Please provide details of the types of tags that the Digital Experience Service will be required to deploy, if any, and the platforms that will be used (such as Google Ads, Double Click).**

**This is to ascertain any impact on existing website functions and identify potential conflicts with existing tags.**

Access to Google Tag Manager

**in order to control the volume of tags and possible conflicts on the website, Google Tag Manager access is typically not provided to external suppliers.**

**If direct access to add tags is deemed necessary, please supply reasons below.**

Cookie Policy revisions

**The university has an obligation to convey how users will be tracked via cookies installed on our website. If the required implementation is not covered by the existing cookie policy please supply a statement that can be appended. See our** [**cookie policy page**](https://www.shu.ac.uk/about-this-website/how-we-use-cookies) **for guidance.**

Third party code other than tags

**For any other implementations that involve code or software being run on the website, or linked to from the website, such as online forms or chat widgets, please provide the following details:**

* **Data that will be captured**
* **Method of data capture**
* **How the data will be shared with the university (e.g. imported to CRM, static file, separate web front end)**
* **How the solution will be deployed (such as an iframe, or code which needs be embedded directly on a web page).**