

Privacy Notice – Marketing SWC



Introduction

South West College (the College) values the relationships with all students, staff and stakeholders and this statement explains how the College collects, processes and manages your personal data. The College will process all personal data in compliance with the Data Protection Act 2018 to provide you with a service you have requested and to meet our statutory obligations. We will never ask for information that is unnecessary to deliver this service. One of our responsibilities is to tell you about the different ways we collect and use your personal data. This Notice will give you further information about how your personal data will be used when you use certain services offered by South West College.

The Data Protection Officer for the College is Joanne Lucas.

Lawful Basis

South West College is committed to building its reputation with stakeholders therefore the College may also seek your specific consent to use your data for promotional purposes as it is lawfully permitted to do so under:

Article 6.1(a)

- the data subject has given **consent** to the processing of his or her personal data for one or more specific purposes *e.g. photographs, videos, direct marketing*

Article 6.1 (f)

- processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child e.g. it is in the interests of the College to promote courses, programmes, events and achievements to enhance student numbers during enrolment campaigns and enhance business engagement which in turn support the economic position of the College.

Categories of Personal Data

To assist Marketing deliver main functions in promoting the College via advertising, online presence, newsworthy success stories for staff and students we will process the following information about you:

- Images (video / photograph)
- Recorded speech
- Name
- Course programme
- Qualifications achieved
- Awards attained
- Contact details e.g. telephone number/email address (not in public domain)

Who will have access to my information, or who will you share it with?

We will only share your personal information where there is a lawful basis to do so. For promotional purposes your image and information will be used to help promote South West College, your achievements or your course. These may be promoted via publications such as prospectus, external marketing, social media platforms, student / staff intranet.

The following third-party service providers may process personal information about you:

- Newspaper publishers
- Social media platforms
- Other publications (e.g. industry specific magazine)

We require third party service providers to respect the security of your data and to treat it in accordance with the law

Some areas are already regarded as public information. For example, your final academic award is regarded as public information and details will be printed in the graduation programmes and forwarded to the Marketing Office to enable a lifelong relationship to be maintained. Graduation lists will also be forwarded routinely to media outlets. Graduation ceremonies are regarded as public events and may be recorded and/or live streamed by the College.

For full details on Data Protection and your Rights, please visit our website <http://www.swc.ac.uk/discover/public-information>

International Data Transfer

Transfer of personal data to the European Union, to third countries or international organisations is restricted under UK GDPR regulations. Overseas sharing will be processed in accordance with [Chapter V](#) of UK GDPR.

Retention Period

We will only retain personal data for as long as necessary to fulfil the purpose we collected it for, for the purpose of satisfying any legal, accounting or reporting requirements. The College will retain records in line with the [FE Sector Retention and Disposal Schedule](#).

Data Subjects Rights

You have the right to:

- To be informed about what we do with your information at point of data collection
- Access your personal data that we process;
- To rectify inaccuracies in personal data that we hold about you;
- To be forgotten, that is your details to be removed from systems that we use to process your personal data
- To restrict the processing of your personal data
- To obtain a copy of your personal data in a commonly used electronic form
- To object to certain processing of your personal data by us
- To request that we stop sending you direct marketing communications
- To withdraw consent – only where processing is based on consent
- To not give consent to the recording of your contribution to class discussion when sessions are being recorded unless your contribution is essential for assessment purposes.

For additional information on exercising your rights, please contact our Data Protection Officer (details below) or see our [Data Protection Policy](#).

The Right to Lodge a Complaint

If you are not happy with how your information is being processed by the College, contact the DPO:

*Data Protection Officer
South West College
Burn Road*

Reviewed February 2021

*Cookstown
Co Tyrone
BT80 8DN*

Email: gdpr@swc.ac.uk

If you are dissatisfied with the College response, you have a right to complain to the Information Commissioners Office (ICO).

The ICO contact details are:

*Information Commissioner's Office
Wycliffe House
Water Lane
Cheshire
SK9 5AF*

Tel: 0303 123 1113 or 01625 545 745