



Privacy Notice – Marketing

Introduction

Southern Regional College (SRC) 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 Privacy Notice will give you further information about how your personal data will be used when you use certain services offered by SRC.

The dedication and hard work of staff and students can be celebrated and recorded for historical purposes through the use of photographs, videos, testimonials and audio recordings. Individuals are encouraged to take part in photoshoots and PR to mark these special occasions.

Where an individual can be identified or they are the focus of the above, that information will be recognised as personal data. The College will process all personal data in compliance with the Data Protection Act 2018 and United Kingdom General Data Protection Regulations (UK GDPR).

All images and recordings will be proportionate, necessary and non-invasive. Staff will demonstrate an ethical and responsible approach when processing such information and respect the privacy of individuals who do not wish to take part, however, there may be occasions when photographs are a requirement of the course e.g. to evidence 'before/after' a task.

This Privacy Notice will give you further information about how your personal data will be used.

What categories of personal data do we collect?

To assist the College to deliver our main functions in promoting ourselves via advertising, online presence, newsworthy success stories for staff and students and printed communications we will process the following types of information about you:

- Images (video / photograph)
- Testimonial
- Recorded speech
- Name
- Age
- Hometown
- Course programme
- Qualifications achieved
- Awards attained

Contact details e.g. telephone number/email address (this will be managed by the College and will not be published in the public domain).

Lawful Basis

Southern Regional College is committed to building its reputation with stakeholders however we must have a lawful basis for using your personal data for such reasons:

- **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.

The College will always make individuals aware of photos, video etc taking place through various ways such as pop-up stands and signage at events, verbal announcements, notifications on emails/invitations/presentations. If you agree to stand in a photograph there is a reasonable assumption by the College that you are happy for your image to be used in line with this Privacy Notice.

When photographing/recording sole individuals, vulnerable groups, or individuals under the age of 13, the College will rely on Article 6.1 (a) **Consent** as the lawful basis for processing, and those data subjects will be provided with the appropriate forms for completion.

How we use personal data (purpose of processing)

Photographs, videos, recordings and testimonials may be promoted on a range of mediums and platforms, such as SRC printed promotional material, student handbook, SRC newspaper, SRC website, external marketing, social media, presentations (including those delivered to external stakeholders), student/staff intranet.

Graduation ceremonies are regarded as public events and may be recorded and/or live streamed by the College. Your final academic award will be printed on the graduation programme and graduation lists will be routinely forwarded to media outlets.

Who will have access to your information, and who will we share it with?

To enable us to promote information for the purposes described above, your information, with the exception of your contact details, may be shared with the following types of third parties:

- Newspaper publishers
- Online media outlets
- Broadcast channels
- Social media platforms (Facebook, Twitter, Instagram)
- Other publications (e.g. industry specific magazine)
- Graduation gown hire providers
- Event management systems (for the purposes of event registration)

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

The College respects the privacy of individuals and if, after taking part in any of the above promotional activities, you change your mind, you can contact us to request a restriction to further processing (i.e. opt out). Each request will be considered on a case by case basis and where possible, the College will endeavour to grant your request. Details on how to submit this request are available on our website (see link below).

Further information

Further information on the College's Privacy Notice and your Data Rights can be found in the Data Protection page of the College website: [Privacy Notices | Southern Regional College](#)