

Privacy Notice - Marketing

Introduction

Northern Regional 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 Northern Regional College.

The Data Protection Officer for the College is Deborah Kerr.

The College's registration reference number with ICO is Z1019663.

Lawful Basis

Northern Regional 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. registration for College events.

Article 6.1(e)

- processing is necessary for the performance of a task carried out in the **public interest** or in the exercise of official authority vested in the controller. e.g. Graduation events - on behalf of the Department for the Economy (DfE), our role is provide you with quality education and as such we have a duty to record the success of the College, students and staff which will promote us to future students, staff AND adding photos taken from student events to our social media channels such as College trips, guest speakers, open days, inter-campus competitions etc as they are in the public interest and for educational purposes.

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 increase student enrolment numbers 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 pull-up stands and verbal announcements with reference to this privacy notice for further details. This privacy notice is on the College's website, however a printed copy of this notice is available to circulate. If you agree to stand for a photograph it will be assumed you are happy for your image to be used in line with this Privacy Notice. Legitimate interest is applied where there is a group of unnamed 'subjects'. When processing individual 'subjects', named group of 'subjects', vulnerable adults, or under 16's, the College will rely on **Article 6.1 (a) Consent** as the lawful basis for processing with the completion of a consent form.

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 Northern Regional College, your achievements or your course. These may be promoted via publications such as prospectus, external marketing, social media platforms, presentations (including those delivered to external stakeholders), student/staff intranet.

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

- Newspaper publishers

- PR company
- Social media platforms
- Other publications (e.g. industry specific magazine)
- Event Brite (for management of attendance at College events)

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.

The College respects people's privacy and if, after taking part in any of the above promotional activities, you change your mind, you can request the College to stop using your images by contacting the College's Data Protection Officer via email DPO@nrc.ac.uk. In this case, while images will not be used in any future publications, they will continue to appear in hard copy publications already in circulation.

For full details on Data Protection and your Rights, please visit our website <https://www.nrc.ac.uk/legal/data-protection>