

Privacy Notice – for the use of photographs, images, etc. for marketing and promotional purposes

Ayrshire College (the College) is providing you with this information to comply with data protection law to ensure that you are fully informed and that we are transparent in how we collect and use your personal data.

Your privacy and trust are very important to us, and this Privacy Notice provides essential information about how the College handles your personal data (information) and the rights you have in relation to how we use your data. The College is committed to complying with all applicable Data Protection legislation.

Who are we?

Ayrshire College is the 'Controller' and is responsible for looking after the personal data that you provide.

Registered office – Ayr Campus
Dam Park, Ayr
KA8 0EU

For any queries or concerns about how your personal data is being processed you can contact the Data Protection Officer (DPO) at dataprotection@ayrshire.ac.uk

This privacy notice relates to the following process:

The use of images, video or quotes etc. for promotional and marketing purposes.

Purpose for processing – why do we collect information about you?

We collect and use your information for the following purposes:

Ayrshire College will use images, video or quotes etc. of students and staff to showcase its achievements and to promote its work both internally and externally. This could be using a variety of publicly available print and digital media, including but not limited to social media, display board promotions, posters, film, banners, e-marketing, websites, press adverts, etc.

We may also share your images, video or quotes etc. with key relevant partners to promote and showcase the work of the College.

We will only use your images, video or quotes etc. in a way that is consistent with the purposes for which we collected them.

Your contact details will only be used if it is necessary to contact you regarding the use of the images.

Ayr Campus
Dam Park
Ayr, KA8 0EU
T 01292 265184
E enquiries@ayrshire.ac.uk

Kilmarnock Campus
Hill Street
Kilmarnock, KA1 3HY
T 01563 523501
E enquiries@ayrshire.ac.uk

Kilwinning Campus
Lauchlan Way
Kilwinning, KA13 6DE
T 01294 559000
E enquiries@ayrshire.ac.uk



Our lawful basis (reason) for processing your information is/are:

We are processing your information under the lawful basis of your consent.

On occasion we may process special category data but only if there is a clear reason for doing so and will only do so with your explicit consent.

You can withdraw your consent at any time by contacting the Marketing Team. If you withdraw your consent, we will delete any copies of your image, recording, etc. and accompanying contact details and will not use these in future promotional work.

Published materials in general circulation are already in the public domain and outwith the control of the College. These cannot be recalled or deleted.

What information do we collect about you?

We will collect and process the following personal information:

- Your name
- Course details
- Photographs and/or video recordings
- Quotes and contextual information where relevant

How do we collect it?

Images, video or quotes etc. may be taken during classroom / wider college activities by college staff to showcase work and achievements. You will be asked at enrolment to complete a Blanket Consent Form for this purpose. You will also be asked to confirm verbally before images are taken that you are happy for these to be used for promotional purposes.

In addition, the Marketing Team may contact your lecturer or Curriculum Manager where we require more information and context about the images, video or quotes etc. provided.

Who do we share your information with?

We may share your photograph/video image, etc with key relevant partners to promote and showcase the work of the College. These include but are not limited to:

- Press (including regional newspapers, radio stations and TV broadcasters)
- Funding and Governmental Agencies and partners
- Key Stakeholders
- Schools
- Local Council
- Regional MPs/MSPs

International data transfer and publication

When the College publishes your Images, video or quotes etc. on a website, the information can be seen worldwide, not just in the UK. This means that your personal information is in the public domain. Some countries may not have the same level of data protection as the UK, and you may lose some of the rights provided under UK law.

Once data has been published in the public domain, it is difficult to retract or contain. This means that you may have less control over how your personal information is used once it is published online.

How do we look after your information and how long do we keep it for?

We will take all reasonable steps to prevent the loss, misuse or alteration of information you give us. Your personal information will be stored securely and will only be accessed by authorised staff/agents who have a business need to know. They will only process your personal information on our instructions, and they are subject to a duty of confidentiality and must comply with data protection law.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Retention

- Your consent information (Blanket Consent Forms) will be retained for one academic year
- Any media collected during the consent year will be retained for three years for images/quotes, etc. and five years for video. After this time published images may be kept permanently in an archive to serve as a record of College life and may appear in future commemorative materials or events.

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Your rights

Under Data Protection legislation you have certain rights in relation to how the College manages and uses your personal information:

- The right to be informed (this is the Privacy Notice)
- The right to access your personal data
- The right to rectification if the personal data we hold about you is incorrect
- The right to restrict processing of your personal data

In addition, the following rights apply only in certain circumstances:

- The right to withdraw consent at any time (if consent is our lawful basis for processing your data)
- The right to object to our processing of your personal data
- The right to request erasure (deletion) of your personal data
- The right to data portability
- The right not to be subject to automated decision making including profiling.

For more information about your rights please see www.ico.org.uk.

Contact us

If you have any issues about this notice or the way the College has handled your personal information, please contact our Data Protection Officer in the first instance:

email: dataprotection@ayrshire.ac.uk

Telephone: 0300 303 0303 or write to:

Data Protection Officer
Ayrshire College, Kilmarnock Campus
Hill Street
Kilmarnock
KA1 3HY

Complaints to The Information Commissioner's Office (ICO)

If you are dissatisfied with the response from the College, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) about our handling of your data:

Email: [Contact us - public | ICO](#)

Telephone: 0303 123 1113 or write to:

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

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