

Privacy Notice – for Graduation

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: Graduation

The administration and delivery of graduation ceremonies.

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

Purpose 1: Administration – invites

We process your data so that we can invite you to your graduation ceremony and you can book tickets.

Purpose 2: Graduation materials

All graduates

- Name, curriculum area, award title and award classification will be included in the graduate list

Sponsored award winners

- Name, curriculum area, award title, award classification and photograph will be
- included in the graduation programme
- Details of why you have been selected to receive your award will also be featured on the Ayrshire College website and across social media

If you object to the publication of your personal data in this way please email events@ayrshire.ac.uk no later than the date specified in your graduation letter.

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



Purpose 3: Award publication

Graduates' name, curriculum area, award title and award classification may be sent to the local and national press for coverage and publication.

If you object to the publication of your personal data in this way please email events@ayrshire.ac.uk no later than the date specified in your graduation letter.

Graduates who attend a graduation ceremony:

Purpose 4: Filming, photography and publicity

Graduation ceremonies are public celebrations of our graduates' success.

The graduation ceremony may be filmed for the purposes of promoting and publicising the graduation and Ayrshire College. The recording may also be kept for its archival value. The graduation recording may also be shown online as live webcast or for people to view in the future.

The graduation film may also be shown at future graduation events and receptions or used in the College's promotional and marketing material.

Photographs of the crowds at graduation will be taken by the College's elected photographers. These crowd shots may include images of you and your guests.

During the graduation ceremony, and before and after in the immediate environment of the graduation hall or building, College elected photographers will be taking photographs of individuals and groups. These photographs will be used to publicise and celebrate the graduation ceremony and Ayrshire College. The photographs will be used by the College for marketing purposes including the publication of the images on the College's website, social media channels, printed publicity material, and any other such marketing and promotion uses.

Visual images may be held and processed in both printed and electronic format and will be used for no longer than three years from the date they are taken.

Verbal consent will be sought from you and your guests for close-up pictures prior to photographs being taken. If you don't want your photograph to be taken, you should tell the photographer when consent is requested.

Purpose 5: Calling of name

All graduates in attendance

- Name, award title and award classification will be read out at the ceremony immediately prior to you walking across the stage.

Sponsored award winners

- Details of why you have been selected to receive your award may also be read out during the ceremony

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Purpose 6: Administration - tickets

We will need to process the names of your guests to issue you with their tickets.

Purpose 7: Adjustments to graduation

Information relating to disability and access needs will only be used to make reasonable adjustments at the ceremonies. This information will not be shared with any external organisations.

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

To achieve the following purposes:

Purpose 1: Administration - invites

Purpose 6: Administration - tickets

Purpose 5: Calling of name

Our legal reason to use the data is:

It's necessary for the performance of our contract with students. This contract includes the provision of a graduation ceremony.

It's necessary for the performance of a task in the public interest or under official authority vested in us. This public task includes the provision of a graduation ceremony as an educational college.

Purpose 7: Adjustments to graduation

Our legal reason to use the data is:

- Use is necessary for us to comply with a legal obligation. That legal obligation being our duty to comply with the Equality Act 2010 by providing reasonable adjustments to allow attendees to access and enjoy the graduation ceremonies.

Purpose 2: Graduation materials

Purpose 3: Award publication

Purpose 4: Filming, photography and publicity

Our legal reason to use the data is:

- The legitimate interests of the College to celebrate and publicise its graduates' success and the College itself.

The data being used includes special category (sensitive) data. Our legal reason for using this sensitive data is/are:

You are not obliged to provide this information. Our legal reason for using this sensitive data, as provided, is:

- Purpose 7: Adjustments to graduation
- It's necessary for us to comply with a legal obligation - the College's duty to comply with the Equality Act 2010 by providing reasonable adjustments allow attendees to access and enjoy the graduation ceremonies.

What information do we collect about you?

The data we collect and use to fulfil these purposes is as follows.

To achieve the following purposes:

Purpose 1: Administration - invites

Purpose 2: Graduation materials

Purpose 3: Award publication

Purpose 4: Filming, photography and publicity

Purpose 5: Calling of name

Purpose 6: Administration - tickets

Purpose 7: Adjustments to graduation

For all graduates we collect and process the following data:

- Name, student number and curriculum area of graduates
- Award title, classification and curriculum area of graduates
- Names of students' guests (as provided)

For sponsored award winners we collect and process all of the above, plus the following data:

- Photographs of the student
- Details of college experience
- Reasons for award nomination

For adjustments to Graduation we collect and process the following data where you have chosen to provide it:

- Details of disabilities or other factors requiring adjustments to be made to access and enjoyment of the graduation ceremony.

Purpose 4: Filming, photography and publicity

We collect and process the following data:

- Visual data of all persons present at the graduation ceremony, including the immediate environs of the graduation hall or building.
- This visual data includes capturing footage and photographs of the event and attendees.

How do we collect it?

Data is collected through various means, including:

- Student records system
- Graduation registration forms
- Guest lists submitted by graduates
- Photographs taken during the ceremony

If you were to withhold the information we require for this process, the consequences would be:

You are not obliged to provide the special category information required to provide adjustments for graduation, but we have a legal obligation to provide reasonable adjustments under the Equality Act 2010 and ensure that Health and Safety requirements are met when hosting events. This means we may be unable to support your requirements if you do not provide this information in advance of the event.

Who do we share your information with?

The College uses events management organisations to administer its graduation ceremonies. The College shares the data listed above with these organisations who act on our behalf by arranging the graduation. The College uses the following external suppliers:

Ede and Ravenscroft: For further details go to <https://www.edeandravenscroft.com/privacy-policy/>

The College uses external photographers to take photographs of the graduation day on their behalf. The external photographers act on behalf of the College and will process the images for the College.

Details of data transfers to any third countries or international organisations

Your information will not be shared outside of the UK.

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

Your data will be retained in the College student records system and in accordance with the student records system retention schedule. The Marketing and Communications team will also keep your personal information within their systems in accordance with their Graduation and Events retention schedules.

Automated individual decision-making processes, including profiling.

No automated decision-making processes are used in relation to graduation.

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 UK 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 (ICO) about our handling of your personal data:

Email: [Contact ICO Online](#)

Telephone: 0303 123 1113 or write to:

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

September 2025