

## Privacy Notice – for ‘My Story’ Articles

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 (information).

Your privacy and trust are very important to us and this Privacy Notice provides essential information about how the College handles your personal data 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](mailto:dataprotection@ayrshire.ac.uk)

## This privacy notice relates to the following process: ‘My Story’ Articles

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

We collect and use your information for the following purposes:

- ‘My Story’ is the story of your learning experience and used to promote positive experiences of Ayrshire College students and staff. Participation is entirely voluntary and we will never publish your personal information in a ‘My Story’ article without your consent.

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

- You have given consent for the use.

Ayr Campus  
Dam Park  
Ayr, KA8 0EU  
T 01292 265184  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilmarnock Campus  
Hill Street  
Kilmarnock, KA1 3HY  
T 01563 523501  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilwinning Campus  
Lauchlan Way  
Kilwinning, KA13 6DE  
T 01294 559000  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)



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

- You have given explicit consent to the processing.

## What information do we collect about you?

- We collect your name and contact details to allow us to identify you and communicate with you about 'My Story'.
- We ask where you live (town of residence only) so that local press will pick up articles relevant to their area.
- The following will be included in any published 'My Story': your name, age, your photograph, the name of the course you are studying and your personal story / experience within Ayrshire College.
- Where you have agreed that we can share your 'My Story' on social media, we ask for your Twitter / Facebook / Instagram contact details so we can tag you in 'My Story' articles and photographs that you are featured in

## How do we collect it?

Your personal information (listed above) is collected when you agree to participate in 'My Story' and submit a written article/attend interview/photo session.

All personal information you submit for 'My Story' is entirely voluntary. You are under no obligation to take part and you will be asked to approve the article before it is published. 'My Story' will never be published without your consent.

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

Nothing. Participation is entirely voluntary and there is no impact on your studies if you choose not to get involved.

Ayr Campus  
Dam Park  
Ayr, KA8 0EU  
T 01292 265184  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilmarnock Campus  
Hill Street  
Kilmarnock, KA1 3HY  
T 01563 523501  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilwinning Campus  
Lauchlan Way  
Kilwinning, KA13 6DE  
T 01294 559000  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)



## Who do we share your information with?

- 'My Story' will be published on some or all of the following; the College's website, blog, marketing publications and on all social media accounts (Facebook, Twitter, Instagram, LinkedIn, Sound cloud, You Tube).
- 'My Story' will be sent electronically to partners where relevant. Partners include organisations that participate in and/or support College projects and initiatives, and stakeholders who have an interest in promoting the College. Some examples include: College Development Network (CDN), The Scottish Funding Council (SFC), Local authorities (East Ayrshire Council, North Ayrshire Council, and South Ayrshire Council), Colleges Scotland and Skills Development Scotland (SDS) for the purpose of case studies.
- 'My Story' may be used in College news releases and editorials and sent to local and national press for wider publication.

## Details of data transfers to any third countries or international organisations

When the College publishes your My Story article 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.

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.

Your information will be kept for three years and then will be destroyed confidentially in line with the Marketing department's annual deletion schedule.

## Automated individual decision-making processes, including profiling.

We do not use any automated individual decision-making about you.

Ayr Campus  
Dam Park  
Ayr, KA8 0EU  
T 01292 265184  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilmarnock Campus  
Hill Street  
Kilmarnock, KA1 3HY  
T 01563 523501  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilwinning Campus  
Lauchlan Way  
Kilwinning, KA13 6DE  
T 01294 559000  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)



## 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](http://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](mailto: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](https://ico.org.uk/for-the-public/contact)

Telephone: 0303 123 1113 or write to:

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

Updated February 2025

Ayr Campus  
Dam Park  
Ayr, KA8 0EU  
T 01292 265184  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilmarnock Campus  
Hill Street  
Kilmarnock, KA1 3HY  
T 01563 523501  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

Kilwinning Campus  
Lauchlan Way  
Kilwinning, KA13 6DE  
T 01294 559000  
E [enquiries@ayrshire.ac.uk](mailto:enquiries@ayrshire.ac.uk)

