



Privacy Notice - Marketing

Introduction

North West Regional College (the 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 legislation for the purpose of providing 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 the College.

The Data Protection Officer for the College is **Lois McKean** (DPO@nwrc.ac.uk).

Lawful Basis for Processing

North West 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

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 and 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, verbal announcements, notifications on emails/invitations/presentations. If you are to stand in a photograph it will be assumed you are happy for your image to be used in line with this privacy notice.

When processing individuals alone, vulnerable groups, or under 13s, the College will rely on Article 6.1 (a) **Consent** as the lawful basis for processing with appropriate forms provided.

How will your information be processed?

Photographs, videos, recordings and testimonials may be promoted via publications such as the NWRC prospectus, external marketing, social media platforms, presentations (including those delivered to external stakeholders), student / staff intranet.

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:

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- 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?

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 third parties:

- Newspaper publishers
- Social media platforms (Facebook, Twitter, YouTube, LinkedIn, Instagram)
- Contracted Suppliers - i.e. Advertising or PR Agencies
- Other publications (e.g. industry specific magazine)

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 individuals' privacy 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. 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 your website, social media platforms, student / staff intranet.

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.

For full details on Data Protection and your Rights, please visit our website www.nwrc.ac.uk/policies

