



Privacy Notice Marketing



Introduction

The dedication and hard work of staff and students can be celebrated and recorded for historical purposes through the use of photographs, videos, testimonials and audio recordings. Individuals are encouraged to partake in photographs to mark these special occasions.

Where an individual can be identified or they are the focus of the above, that information will be recognised as personal data. The College will process all personal data in compliance with the Data Protection Act 2018 and UK General Data Protection Regulations (GDPR).

All images and recordings will be proportionate, necessary and non-invasive. Staff will demonstrate an ethical and responsible approach when processing such information and respect the privacy of individuals who do not wish to take part, however, there may be occasions when photographs are a requirement of the course e.g. to evidence 'before/after' a task.

This Notice will give you further information about how your personal data will be used.

The Data Protection Officer for the College is Eleanor Pauley.

The College's registration reference number with ICO is ZB046129.

Lawful Basis

Belfast Met is committed to building its reputation with stakeholders however we must have a lawful basis to use your personal data for such reasons:

- **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 enhance student numbers during enrolment campaigns and enhance business engagement which in turn support the economic position of the College.

When processing individuals alone, vulnerable groups, or under 13's, the College will rely on Article 6.1 (a) **Consent** as the lawful basis for processing with appropriate forms provided. Parental consent may be required for certain individuals under 18 if we believe this to be appropriate e.g. the individual may have a reduced ability to provide informed consent for the purposes of the processing and ultimate use. We will also seek parental consent for vulnerable adults.

The College will always make individuals aware of photos, video etc. taking place through various ways such as pop-up stands, verbal announcements, and notifications on emails/invitations/presentations. Where possible the College will also seek the consent of individuals and consent forms will be used for this purpose. However, in instances where it is not practical to obtain consent e.g. large group coverage, the College will continue to make everyone aware that photography or video recording will take place and anyone who does not want to appear in such photos/recordings, should make themselves known to those in charge of the event. In such cases the College will rely on the legitimate interest provision (Article 6.1 (f)) for processing this information.



How Will Your Information be Processed?

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

Graduation ceremonies are regarded as public events and may be recorded and/or live streamed by the College.

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?

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
- 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 people's 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.

For full details on Data Protection and your Rights, please visit [the Data Protection page of our website](#).