



# Privacy Notice Marketing



# Privacy Notice - Marketing

## Introduction

Belfast Metropolitan 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 Act 2018 to provide 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 Ainslie McMahon.

## Lawful Basis

The 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 *e.g. photographs, videos, direct marketing.*

### **Article 6.1(e)**

- processing is necessary for the performance of a task carried out in the **public interest** or in the exercise of official authority vested in the controller. *e.g. Graduation events -on behalf of the Department for the Economy (DfE), our role is provide you with quality education and as such we have a duty to record the success of the College, students and staff which will promote us to future students, staff.*

## 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?

We will only share your personal information where there is a lawful basis to do so. For promotional purposes your image and information will be used to help promote the College, your achievements or



your course. These may be promoted via publications such as prospectus, external marketing, social media platforms, student / staff intranet.

The following third-party service providers may process personal information about you:

- 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

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.

