



**NEW
COLLEGE
LANARKSHIRE**

PRIVACY NOTICE

Brand Promotion (Use of images and case studies)

This notice covers the processing of personal information when New College Lanarkshire use your personal information for the promotion of the College. This may be in the form of photographs or videos, news stories, case studies or quotes provided by you.

The data controller for the information being processed is New College Lanarkshire. Our registered office is 1 Enterprise Way, Motherwell ML1 2TX.

If you have any concerns or queries about how we use your personal information you can contact our Data Protection Officer at data.protection@nclan.ac.uk

How we use your information

We will use your personal information for the purpose of promoting the College, both internally and externally. This could be using a variety of publicly available print and digital media, including but not limited to social media, billboards, posters, film, banners, e-marketing, websites, press adverts.

Our lawful basis for using this information is your **consent**.

Publicly published images and content will be kept in an archive to serve as a record of college life and may appear in future commemorative materials.

Our lawful basis for this is **legitimate interests**. It is in the colleges interest to preserve a historic record of college life and enhance its reputation and standing within the community when using images as part of commemorative anniversary activities.

International transfer

Digital media platforms may result in personal information being transferred outside the UK and potentially be viewed online by any member of the public worldwide. Some overseas countries may not provide the same level of protection to the rights of individuals as UK legislation provides, such as the United States.

Retention

Your information will be retired from new marketing initiatives after 4 years.

Published images will be kept permanently in an archive to serve as a record of college life and may appear in future commemorative materials or events. Should you withdraw your consent we will delete and no longer use any copies of your image.

Your Rights

You have rights in relation to the personal information the college use. You can access information on these rights and how to use them on the Data Protection section of our website: <https://www.nclanarkshire.ac.uk/data-protection>

As we are processing your data under the lawful basis of your consent. You have the right to withdraw this at any time by contacting marketing@nclan.ac.uk.

Please note that published materials already in the public domain may be outside our control and we may not be able to recall or delete these.