**Privacy Notice** – **MORAY COLLEGE UHI 50th BIRTHDAY**

**The Data Controller of the information being collected is Moray College UHI, Moray Street, Elgin, IV30 1JJ. Tel 01343 576000**

**For any queries or concerns about how your personal data is being processed you can contact the relevant Data Protection Officer at** [dataprotectionofficer@uhi.ac.uk](mailto:dataprotectionofficer@uhi.ac.uk)

**This privacy statement relates to the following process:**

**To celebrate the 50th Birthday/Anniversary of Moray College UHI using images and archive materials for the creation of an anniversary website, content for social media, development of an online and/or physical exhibition and anniversary awards dinner.**

**Your information will be used for the following purposes:**

**Anniversary web page:**

We process your data in order to create attractive visual content for an anniversary website. This will be of benefit to stakeholders, staff, and students to show the history and development of the college and to demonstrate the achievements of its aims and objectives to date and to inspire confidence in its plans for the future. It will act as a celebratory commemorative reference to the significant contribution of the various organisations and individuals from previous years who worked to create the institution.

We believe that prospective students and stakeholders will benefit from an understanding of the aims, objectives and the developments the college has made over the last 50 years evidenced through the photographs, stories and other archived materials.

The wider Moray community will benefit by being part of the celebrations and recalling their memories of Moray College UHI as a trusted organisation and provider of further and higher education to support the local economy and businesses.

**Social Media to complement to Anniversary website:**

Data may be use on social media content including – Facebook, Twitter, Instagram and LinkedIn to complement and promote the Anniversary web pages including the online exhibition, building a timeline through the years, etc.

Social media to promote the celebrations and encourage stakeholder involvement.

**Media**

Media releases will be published in the news through our media sponsor for the 50th Birthday – Highland Media Group. The media releases will promote the Anniversary website and the planned activities.

Media adverts – we may use data for media adverts to promote the birthday celebrations and the anniversary webpages.

**Events**

Awards Dinner – data submitted will be used to create an exhibition online or physical to commemorate the development of the college and this will be displayed during the awards dinner. If the awards ceremony is online then the exhibition will be screened as part of the on line event.

**Physical exhibition**

Data will be used in the creation of a physical exhibition which will be set up in the college.

**The following personal data being used for this process has originated from a third party [ie public and stakeholders]:**

Archived Photographic Images – including individuals, groups and buildings.

Written stories and blogs – personal reflections.

Archived images and stories – from public accessible institutions such a libraries.

**The data originates from these sources:**

General Public responding to the public call out.

Archived materials from Public Libraries and other public buildings. For example, old newspaper stories and old images.

Existing relevant data purpose held by Moray College UHI.

Existing personal data held by Moray College UHI gathered within 3 years from staff and students.

**Our legal reason for using the data is:**

Legitimate interest.

**The legitimate interest(s) of the controller or third party is:**

The processing is undertaken under the legitimate interest of: Moray College UHI, Moray Street, Elgin.

**Summary of legitimate interest:**

The celebration of the college 50th Birthday would be difficult to achieve without the involvement of key stakeholders.

The use of the data is necessary to create an attractive webpage/s and engaging social media posts to celebrate the 50th Birthday of the college.

We will use archived materials which will have previously been made public.

We will use data of staff and students where we have had permission.

Data will be processed to create and promote an attractive website which will enhance the professional reputation of the college to students, staff and key stakeholders.

The publication of the data is in the public interest and entirely consistent with promoting milestone events such as the 50th Birthday and could be regarded as expected from a public facing institution such as the college.

All material submitted will be assessed for relevance and appropriateness to the activity by the Moray College UHI Marketing Team. No sensitive or potentially embarrassing materials will be used.

**Your data will, or may, be shared with the following recipients or categories of recipient:**

Followers of Moray College UHI on social media and website

General public

Other Stakeholders – public, private and 3rd sector organisations.

**Your data will be retained for the following length of time: 31st December 2021.**

**Your data will be retained by us securely. Requests to have data removed or destroyed will be managed by the Marketing team and can be sent to** [**moray.marketing@uhi.ac.uk**](mailto:moray.marketing@uhi.ac.uk)**.**

**The following rights are rights of data subjects:**

• 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

**The following rights apply only in certain circumstances:**

*•* Theright 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

**You also have the right to lodge a complaint with the Information Commissioner’s Office about our handling of your data.**

**The Information Commissioner’s Office is UK’s independent authority set up to uphold information rights in the public interest.**

**Their website is www.ico.org.uk**

**Address: The Information Commissioner’s Office – Scotland, Queen Elizabeth House, Sibbald Walk, Edinburgh EH8 8FT Telephone: 0303 123 1115 Email: Scotland@ico.org.uk**