

# STUDENT IMAGES

This Privacy Notice explains what personal data the EKC Group collects and uses for the purposes of **TAKING, USING AND RETAINING IMAGES OF OUR LEARNERS**. We will only use your data for these purposes, and we undertake to always keep your personal data confidential.

*Parents/guardians of students under 16 or without capacity to consent themselves - please read 'your' and 'you' as 'your child' throughout*

**The Data Controller's registered address is:**

EKC Group  
Ramsgate Road, Broadstairs, Kent, CT10 1PN

**The Data Protection Officer's contact details are:**

[DPO@eastkent.ac.uk](mailto:DPO@eastkent.ac.uk)  
01843 605024

**What data we collect about you:**

- Your image (in photographic or moving form) which may disclose age, gender, ethnicity, or disability
- Your full name
- Your student ID number
- Any objection you have to the use of your image
- Safeguarding information to keep you and others safe

**Where we get this data from:**

- You
- Group systems

**We will use your data to:**

- Identify you as a student, via your ID card - for safeguarding purposes\*
- Identify you as a legitimate, authorised user of Group services (e.g. refectory, library etc.)\*
- Evidence academic assessment via portfolios or other learning records\*
- Evidence professional standards and qualifications for Group staff (i.e. teaching qualification portfolios) and provide reference materials to support staff best practice and development\*
- Promote activities, courses, and to celebrate success on internal displays around the College
- Share news stories, trips, curriculum success, social action projects, and events via the Group's social media channels (inclusive of the social media channels for Colleges and EKC Training)
- Promote the Group, its Colleges and Training Centres, and courses and services via marketing campaigns (including online adverts, large scale printed materials, and small-scale printed materials)

**Who may have access to your data:**

- You
- Group staff
- Other students
- The public (online, through printed advertising or via third parties listed on image consent form)

**We can legally use your data because:**

- \*Contract – we have a contract with you to provide education
- \*Vital Interest – we have a vital interest to protect students from harm
- Public task – as a public authority we are required to process your data as part of our public interest task of providing education to you
- Consent – we will ask you for your consent before using your image for specific purposes

**We will keep your data for:**

- The Group will retain personal data for no longer than is necessary to fulfil contractual and regulatory obligations in line with our [Retention Schedule](#). We will ordinarily keep your data for seven years for most purposes.
- We will destroy your data securely at the end of the retention period. We may use your image to advertise / for marketing activities; you can opt out at any time, however, please be aware that your image may have already been printed or shared on the internet or with third parties.

**You have the right:**

- To be informed – about the personal data we process about you.
- Of access – have copies to your data, within one calendar month of your written or verbal request.
- To rectification – have your data amended if the details are incorrect/incomplete.
- To erasure – have your data deleted, in certain circumstances.\*
- To restrict processing – ask us to restrict the processing of your data, in certain circumstances.\*
- To object to processing – if we process your data because it forms part of our public tasks or is in our legitimate interests.\*

\* When we use your image to ensure your safety, identify you and for your learning records and/or assessments you cannot opt out because we are required to do so to provide education

**How to complain if you are not satisfied with the way we have managed your data:**

Firstly, if you have any concerns about our use of your personal data, you can make a complaint to us in writing in line with our [Complaints Policy](#).

If you are still unhappy with how we have used your data after raising a complaint with us, you can complain to The Information Commissioner:

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF | 0303 123 1113 | [www.ico.org.uk](http://www.ico.org.uk)