

## DATA PROTECTION AND PRIVACY INFORMATION

### STUDENT IMAGES



This Data Protection Privacy Notice explains how the EKC Group processes your image. We will keep your data safe and will comply with all relevant data protection legislation.

We may use your image to ensure your safety, identify you and for your learning records and/or assessments. You cannot opt out to the use of your image for these purposes, because we are required to use your image to keep you, or other students, safe or, to provide education.

The EKC Group may also use your image to showcase activities, encourage a positive learning environment and promote the college to potential students. If your image is used for these purposes, you can opt out at any time by telling a member of staff. However, please be aware that you will not be able to opt out of the use of your image for materials already printed or shared on the internet or with third parties. If you do opt out in the future, we will try to withdraw your image from our social media sites, website and will stop printing any new material using your image.

<b>The Data Controller's registered address is:</b>	EKC Group Ramsgate Road Broadstairs Kent CT10 1PN
<b>The Data Protection Officer's contact details are:</b>	M: <a href="mailto:DPO@eastkent.ac.uk">DPO@eastkent.ac.uk</a> T: 01843 605024

#### **What data we collect about you:**

We will process the following data:

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

#### **We will use your data for the following purposes:**

- To identify you as a student for safeguarding purposes via your ID card and lanyard.
- To identify you as a legitimate, authorised user of EKC Group's services such as the refectory, library etc.
- In portfolios and other learning records for the purposes of evidencing your academic assessment.
- Internal displays around the college (for example to promote activities, courses or celebrate success)
- EKC social media (to share news stories, trips, curriculum success and social action projects and events)
- For marketing campaigns (including online adverts, large scale printed materials, small scale printed materials )

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

- We have a legitimate interest to process it
- We have a contract with you to provide education
- We have a vital interest to protect students from harm



<b>Who may have access to your data?</b>
<ul style="list-style-type: none"><li>• You</li><li>• College/Group staff</li><li>• Your parent(s), carer(s) or guardian(s) if you are under 18. (If you are 16-18 you can opt out of this if you choose to).</li><li>• EKC Group students</li><li>• The public (online or through printed advertising)</li></ul>
<b>We will keep your data for:</b>
<ul style="list-style-type: none"><li>• 10 years</li></ul>
<b>You have the right to:</b>
<ul style="list-style-type: none"><li>• Access your data within 1 month of your written or verbal request</li><li>• Object to processing of your data**</li></ul> <p>**If you object to processing, please be aware that we will not be able to remove all images shared on social media, those already printed, and those vital for identification or assessment purposes.</p>
<b>How to lodge a complaint if you're not satisfied with the way we've managed your data</b>
Firstly in writing to the <a href="mailto:DPO@eastkent.ac.uk">DPO@eastkent.ac.uk</a>
If you're still not satisfied you can contact: The Information Commissioner's Office Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF <a href="http://www.ico.org.uk">www.ico.org.uk</a>