

PRIVACY NOTICE for the COMMUNICATIONS OFFICE

PRIVACY NOTICE DETAILS:

Date of approval	04 September 2018 (published in the meantime as subject to formal approval by the Executive Group)
Approving body	Executive Group
Supersedes	n/a
Date of EIA	n/a
Date of next review	<i>See departmental schedule</i>
Authors	Director of Strategy and Marketing & DPO.
Responsible Executive Group area	Director of Strategy & Marketing.
Related policies and documents	Data Protection Policy
Benchmarking	n/a

PRIVACY NOTICE FOR THE COMMUNICATIONS OFFICE AT THE GLASGOW SCHOOL OF ART

General Data Protection Regulation (GDPR) 2016

Background and Purpose

The Glasgow School of Art is a higher education institution and a registered Charity SC012490. This privacy notice explains how the Communications Office at The Glasgow School of Art collects, manages and uses your personal data to support the core activities of the School and how we use and maintain the security of that personal data. The Glasgow School of Art is the data controller.

The legal basis for processing your data

The Communications Office processes and retains personal data relating to students, staff, alumni, friends and supporters of the School in pursuit of our legitimate interest in communicating with you to maintain and build our relationship with you and to provide information about projects, initiatives and developments which we believe will be of interest.

Where your personal data comes from

Most of the personal data the Communications Office retains is obtained directly from you:

- when you request information or otherwise provide us with your personal details (such as your name, contact details, e-mail address etc.)
- when you register your interest at a recruitment fair
- when you provide images (stills or moving) of your work as student or alumnus, or otherwise provide testimonials to GSA
- from your usage of the website and any other information you post on the website, allow GSA to post on the website or associated platforms such as Flickr or Vimeo, e-mail, or otherwise send to us
- From GSA Academic Registry as part of your application to GSA or when you enroll as a student
- By subscribing to our database through the website you consent to the collection, storage, use and transfer of your personal data by us in accordance with the terms of this privacy notice:
 - You can subscribe on the GSA website to receive information from us, including general news or more specific information about becoming a student at GSA, or visiting GSA (You can unsubscribe at any time by clicking on the “Unsubscribe” link provided in the footer of our emails or by contacting us direct at gsa.ac.uk).

The personal data we retain

We may retain the following types of information about you:

- Your name
- Your email address
- Your location
- What you are interested in hearing from us

How we use your personal data

We will only use your personal data (including images of work or the GSA where you or your work may be included):

- to supply you with the news and information which you have requested; and
- to invite you to events and happenings that might be of interest to you
- to promote the work of our students, staff and alumni

We use images of work across a range of digital platforms including the GSA website, social media and video and image sharing platforms. Images form part of the GSA's wider archive and are permanently retained.

Security of your personal data

We are highly conscious of the importance of managing securely the personal data that we retain, and all personal data is processed in accordance with data protection legislation – the requirements of which are regularly reviewed. Your data is held safely on a securely accessed system to protect against unauthorised or unlawful processing, loss, destruction or damage of the data. Your data will not be “sold” or disclosed to any external organisations or third parties.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted online or through the website. Any transmission is at your own risk. Once we have received your personal data, we use strict procedures and security features to try to prevent unauthorised access.

Your preferences

We will endeavour to ensure that any personal data we hold is up-to-date, reasonable and not excessive. You have the right to:

- be informed how we use or intend to use your data
- request a copy of any of your personal data we hold
- update your information
- manage your communications preferences
- ask us to remove your data from our records

If you wish to do any of the above, you may contact us at any time at:

Communications Office
The Glasgow School of Art
167 Renfrew Street
Glasgow G3 6RQ
0141 566 1445
marketing@gsa.ac.uk

Contact details

If you have any questions relating to this notice or issues about the way GSA is planning to use your personal data, please contact one of the Strategy and Marketing Director's Data Protection Co-ordinators:

Shona Paul S.Paul@gsa.ac.uk
Vanessa Johnson V.Johnson@gsa.ac.uk

If you have any questions relating to data protection at GSA these can be addressed, in the first instance to either of the Strategy and Marketing Director's Data Protection Co-ordinators above.

You have the right to lodge a complaint against GSA regarding data protection issues with the Information Commissioner's Office (<https://ico.org.uk/concerns/>).

GSA's Data Protection Officer is Tom McDonnell - DataProtection@gsa.ac.uk.