

## PRIVACY NOTICE for STRATEGY & MARKETING – OVERALL APPROACH

### 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

## **Strategy and Marketing – Privacy Statement**

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### **Overall approach**

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One shared Privacy Statement across all Departments (Open Studio, Communications, Recruitment and International, Exhibitions, Alumni and Events. The Alumni and Event Privacy statement is combined with the Development Office Privacy Statement as it shared the same database).

Our generic short statement includes a link to more detailed Privacy Statements for specific areas which details what data we hold and how we process it.

Student Exchange applications (outgoing and incoming) will have an updated specific Privacy Statement issued on the application form or at the point of application.

We comply with the GSA's Privacy Statements for Students and Staff where applicable.

### **Privacy Statement**

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Here at The Glasgow School of Art we take your privacy seriously and will only use your personal information to maintain contact with you, administer any agreements between us and/or to provide any services you have requested from us.

However, from time to time we would like to contact you with details of our activities that we believe may be of interest to you. These can include newsletters or bulletins about the GSA, our programmes and projects that we are involved with and invitations to events or exhibitions

If you do not wish to receive communications from us please do not hesitate to inform us contacting INSERT RELEVANT CONTACT DETAILS or to read our Privacy Statement in full please (insert webpage), or by unsubscribing to our electronic newsletter (using the link within the message).

### **Detailed Privacy Statements**

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#### **PRIVACY NOTICE FOR THE DEVELOPMENT DEPARTMENT AND ALUMNI RELATIONS AT THE GLASGOW SCHOOL OF ART**

Completed by Development Office for all contacts on RE Database

**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](mailto: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](mailto:DataProtection@gsa.ac.uk).

## PRIVACY NOTICE FOR EXHIBITIONS 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 Exhibitions 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 personal data**

The Exhibitions 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**

The personal data the Exhibitions Office hold 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.)
- By subscribing to our database through the website you consent to the collection, storage, use and transfer of your 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 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](mailto:gsa.ac.uk))

### **The personal data we retain**

We may hold the following types of personal data about you:

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

### **How we use your personal data**

We will only use your personal data:

- 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

### **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 personal data is held safely on a securely accessed system to protect against unauthorised or unlawful processing, loss, destruction or damage of the personal data. Your personal 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 personal 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:

Exhibitions Office  
The Glasgow School of Art  
167 Renfrew Street  
Glasgow G3 6RQ  
0141 566 7777  
[exhibitions@gsa.ac.uk](mailto:exhibitions@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](mailto:DataProtection@gsa.ac.uk).

## PRIVACY NOTICE FOR OPEN STUDIO 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 Open Studio 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 personal data**

Open Studio processes and retains personal data relating to applicants and students in pursuit of our legitimate interest in communicating with you as part of your application to study in the Open Studio at The Glasgow School of Art and while you are a student with us.

Our Privacy Statement should be read in conjunction with the GSA's overarching Privacy Statement for Students issued by our Academic Registry.

#### **Where your personal data comes from**

The personal data Open Studio hold is obtained directly from you:

- 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 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](mailto:gsa.ac.uk))
- Via our On-line application when you apply to study on Open Studio at the GSA and when you become an Open Studio student
- Via UCAS or using the GSA's own on-line application process form
- When you apply to study for Study Abroad programmes delivered by Open Studio
- When you undertake Widening Participation and college transition activity with us
- When you apply to work with Open Studio and data provided by you via the GSA Human Resources Department

#### **The personal data we retain**



We may hold the following types of personal data about you:

- Name, Email address and phone number
- Any information you choose to share with us, including sensitive personal information (referred to as special category data), that is relevant to your enquiry. For example, your qualifications, nationality, health or welfare information.
- Full Name; date of birth; postal and email addresses; phone numbers
- Application ID number
- UCAS Personal ID (if applicable)
- Gender
- Nationality
- Country of Birth
- Country of Domicile
- Qualifications, achieved and pending
- Reference
- Personal Statement
- Employment details
- Portfolio images, if required
- Passport and visa information, if required
- Any other information relevant to your application
- Bank account details for purposes of payment
- Parent/carer or guardian information for those under 18 years of age

### **How we use your personal data**

We will only use your personal data for the:

- Processing your application
- Enrolling you as a student
- Undertaking our contract with you to deliver a programme of study
- Provision of any grant funding or a bursary
- supply you with the news and information which you have requested;
- to invite you to events and happenings that might be of interest to you
- to promote the work of our students, staff and alumni
- To facilitate your employment with Open Studio at The Glasgow School of Art
- Tracking student progression for statistical and reporting purposes

We only retain your personal data for a period for 1 year or a maximum of 3 years, or as long as you continue to engage with us as a student

### **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 personal data is held safely on a securely accessed system to protect against unauthorised or unlawful processing, loss, destruction or damage of the personal data.

Your personal data will not be “sold” or disclosed to any external organisations or third parties. Where your personal data is processed through a third party such as enrolment information, GSA remains the data controller and ensures that such organisations are also GDPR compliant. Any detail retained on those under 18 years of age is also encrypted.

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 personal 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:

Open Studio  
The Glasgow School of Art  
167 Renfrew Street  
Glasgow G3 6RQ  
0141 353 4596  
[Open-studio@gsa.ac.uk](mailto:Open-studio@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](mailto:DataProtection@gsa.ac.uk).

## PRIVACY NOTICE FOR STUDENT RECRUITMENT AND INTERNATIONAL AT THE GLASGOW SCHOOL OF ART

### General Data Protection Regulation 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 Student Recruitment and International 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 Student Recruitment and International Office processes and retains personal information relating to applicants and students in pursuit of our legitimate interest in communicating with you as part of your application to study at The Glasgow School of Art and while you are a student with us.

Our Privacy Notice should be read in conjunction with the Privacy Notice issued to you by our Academic Registry or our Human Resources Department.

#### **Where your personal data comes from**

The personal data the Student Recruitment and International Office hold is obtained directly from you:

- At recruitment fairs
- 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 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](mailto:gsa.ac.uk))
- Via our Academic Registry when you apply to study at the GSA via UCAS or using the GSA's own on-line application process and after you have become a student
- When you apply to study for Student Exchange or Study Abroad
- Via a Recruitment Agent of the GSA
- From our Representative Office in People's Republic of China or GSofA Singapore
- When you apply as a Visiting Academic as part of our international activities

### **The personal data we hold**

We may hold the following types of personal data about you:

- Name, Email address and phone number
- Any information you choose to share with us, including sensitive personal information (referred to as special category data), that is relevant to your enquiry. For example, your qualifications, nationality, health or welfare information.
- Full Name; date of birth; postal and email addresses; phone numbers
- Application ID number
- UCAS Personal ID (if applicable)
- Gender
- Nationality
- Country of Birth
- Country of Domicile
- Qualifications, achieved and pending
- Reference
- Personal Statement
- Employment details
- Portfolio images, if required
- Passport and visa information, if required
- Any other information relevant to your application
- Bank account details for purposes of payment of grant

### **How we use your personal data**

We will only use your data for the:

- Provision of student exchange as part of your programme of study
- Provision of any grant funding or a bursary
- Facilitation of academic staff exchange
- supply you with the news and information which you have requested;
- 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 only hold your data for a period for 1 year or a maximum of 7.

### **Security of your personal data**

We are highly conscious of the importance of managing securely the personal data that we hold, 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 personal 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 personal 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:

Student Recruitment and International Office  
The Glasgow School of Art  
167 Renfrew Street  
Glasgow G3 6RQ  
0141 566 1122  
[recruitment@gsa.ac.uk](mailto:recruitment@gsa.ac.uk)

### **Student Exchange Application Privacy Statements (outgoing)**

All personal data contained in this application shall be processed in accordance with the Student Recruitment and International Office Privacy Statement.

Your application details will be shared with relevant staff at The Glasgow School of Art as part of the selection process in order to provide you with this mobility opportunity. Your details will also be shared with your chosen Host Institution in order to confirm your nomination under the exchange agreement.

Should you subsequently undertake the mobility for which you have applied further data relating to your attendance, grades and compliance with Host Institution Rules and Regulations will also be exchanged between your Host Institution and the GSA.

In order to facilitate your safety and well-being on the programme the Host Institution may also contact GSA with information about off-campus activity.

### **Student Exchange Application Privacy Statements (incoming)**

All personal data contained in this application shall be processed in accordance with the Student Recruitment and International Office Privacy Statement.

Your application details will be shared with relevant staff at The Glasgow School of Art as part of the selection process in order to provide you with this mobility opportunity. The outcome of your application will also be shared with your Home Institution / Study Abroad Provider in order to confirm your place under the mobility programme.

Should you subsequently undertake the mobility for which you have applied further data relating to your attendance, grades and compliance with GSA rules & regulations will also be exchanged between GSA and your Home Institution/Study Abroad Provider and the GSA.

In order to facilitate your safety and well-being on the programme GSA may also contact your Home Institution / Study Abroad Provider or emergency contact with information about off-campus activity.

### **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](mailto:DataProtection@gsa.ac.uk).