

UNIVERSITY OF THE  
WEST of SCOTLAND

UWS

# Privacy Notice for UWS Graduation Ceremonies

March 2022





Graduation is a significant moment at UWS and we take pride in helping to make it a day to remember for our students and their guests. Graduation ceremonies are public events. This notice explains how your personal data will be used for the graduation event and what to do if you do not want your personal data to be used in this way.

The University is committed to looking after any information that you make available to us. We aim to be clear about what we will do with your data. This privacy notice explains when and why we collect personal information about you and how we will use this information including the ways we might share this with others. It also explains how we keep your information secure as well as the rights you have in relation to the information we hold about you.

As a graduate, you'll automatically become a member of the [UWS Alumni Association](#). UWS alumni make up a diverse network of over 100,000 graduates across Scotland and the world. You can find more information on how the [Alumni Team manage your information](#).

The headings below set out the main information we need to give to you.

The privacy notice will be regularly reviewed to make sure it contains the most up-to-date information. You should check our website to review a copy of our most recent privacy notice. If we make any significant changes to our privacy notice we will contact you to let you know. If you have any questions about any of the information contained in this privacy notice then you can contact us on [dataprotection@uws.ac.uk](mailto:dataprotection@uws.ac.uk).

## Who are we?

The University of the West of Scotland (referred to in this Privacy Notice as the "University", "we", "our" or "us") is the Data Controller under the data protection legislation. This privacy Notice sets out how we process the personal data we collect about you (referred to in this Privacy Notice as "you" or "your") for graduation purposes.

## What type of information do we collect about you?

For the management of the graduation ceremony, we collect a variety of information.

For example:

- Full name
- Programme of study
- Academic performance
- Address (to send tickets, degree certificate if graduating in absentia)
- Record of payment of the fee
- Correspondence related to graduation
- Digital images
- Access requests

For the information for newspapers:

- Full name
- Programme of study
- Academic performance

We will seek your consent to share your graduation details for publication in newspapers, you must actively opt-in at the online registration for graduation to allow us to process your information in this way.

# What are the sources of the information we hold about you?

We collect some of this information directly from the University's student record system at the point of completion of your studies. This is information you provided us with on your application form, at enrolment and during your study time at the University. Some of the information recorded will have been obtained directly from you, for example through the online registration form for graduation.

## How will we use your information?

We will use the information we hold about you for the following purposes for graduation (some of which may not apply if the graduation ceremony is held virtually):

- Your name and award will be published in our graduation programmes, if you are attending or in absentia (without attending).
- Your name and award if you have given your consent will be shared with newspapers for publication.
- If you graduate in person your award title and your name will be read out at the ceremony immediately prior to you walking across the stage.
- Your photograph will be taken whilst you cross the stage and receive your award.
- Live film feed is used to stream the ceremonies externally.
- Videos of the ceremonies may be produced and screened at later times on the University's campuses digital screens.
- Crowd shots will be taken by the University photographers at the venue and at the reception and these may include images of you and your guests. These images may be used on the University's graduation website and social media channels. They may also be used in future marketing and promotional materials both in the UK and overseas. We will use these images in both printed and electronic format and may use them for a period of up to 5 years after they have been taken. The photographer will ask for you and your guests' verbal consent before taking any pictures of you individually or as part of a small group. If you do not wish for your photograph to be taken and used in the way described you must tell the photographer when they ask for your consent.
- Television companies and press may be at graduation to film an honorary guest, you should maintain your distance from any external filming that may take place if you do not wish to be filmed.



## Why do we need to process your personal data?

The University processes the information for graduation for the following purposes:

- You have given consent to the processing of your personal data for the purpose to be included in the newspaper where you have consented to do so or where you have opted to take part in one of our virtual graduation ceremonies and we need to pass your details over to the company that is helping us to run these;
- Processing is necessary for the performance of our contract with you when you submitted your details on the online graduation registration;
- Processing is necessary for the performance of the graduation ceremony carried out by us in our official capacity as provided for by the University of the West of Scotland Order of Council 2019, Schedule 1, Article 6;
- To grant higher education awards including degrees, diplomas, certificates and other academic awards or distinctions, including honorary degrees and titles.

## How long will we keep your information for?

We will keep the information we hold about you for the following length of time:

Information	Timescale
Registering for graduation	From date of graduation +1 year
Records of payment fee	From date of graduation +1 year
Correspondence related to graduations	From date of graduation +1 year
Graduation programme	From date of graduation +10 years
Digital images	From date of graduation + 5 years

## Who has access to your information and who will we share your information with?

If you have given your consent we will share the information you have given us with newspapers. On completion of your studies your information is also passed on to our Alumni Team. You can find more information on how the [Alumni Team manage your information](#).

If you want to take part in one of our virtual graduation ceremonies then we will ask for your consent to pass your details to the external company we have appointed to help us run these. You will be provided with more detail about what information will be passed over to them and how it will be used when we ask you for your consent.

## Will we transfer your information outside of the EEA?

No, all information you provide to the University is processed within the EEA.

You can find information about the below information in [our privacy notice](#):

- The details of our data protection officer
- How we will keep your information safe
- What choices you have in relation to your information
- How you can complain about the use of your information



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