



Privacy Notice

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1. Introduction

This Privacy Notice concerns the processing of personal data of former, current, present and prospective students (“the Student”) at the Victoria College of Arts and Design (“the College”, “VCAD”). The Privacy Notice explains how VCAD collects, uses and shares student personal data, and their rights in relation to the personal data held.

Personal data only includes information relating to natural persons (‘data subject’) who:

- can be identified or who are identifiable, directly from the information in question; or
- who can be indirectly identified from that information in combination with other information

This Privacy Notice is provided to prospective students before they accept an offer and continues to apply throughout your relationship with VCAD and after completion of your studies.

Degrees taught and delivered at VCAD are awarded by our university partners, University Arts Plymouth and Ravensbourne University. Relevant data is shared with them for processing activities such as admissions, academic performance, and decisions regarding progression and awards. Further details of the use of data are highlighted in Section 4 of this document. Additionally, to meet statutory requirements, relevant data is shared with the Designated Data Body for the Higher Education sector in England, Jisc/HESA, for statutory data collection. For further information about what information is shared with statutory bodies and its purpose, please refer to the HESA Student Collection Notice as found on the HESA website.¹

In the context of partnership delivery, our university partners also process your personal data and, as independent data controllers, maintain their own privacy notices. Any personal data shared with or processed by such partners will be handled in

¹ <https://www.hesa.ac.uk/about/regulation/data-protection/notices>

accordance with their respective privacy notices, in addition to and without limitation of the terms set out in this notice. Further information can be obtained by consulting the relevant privacy notices published by our university partners.

VCAD is the Data Controller for its students' personal data and is subject to the United Kingdom General Data Protection Regulation (the "UK GDPR") and the Data Protection Act 2018.

VCAD is registered with the Information Commissioner's Office (ICO) with registration number ZB496235. Further details of how the College handles data and the relevant complaints process with regard to data protection are outlined in the Data Protection Policy

Key points for students

- We collect and use your personal data to deliver and support your studies
- Some data must be shared with partners and regulators, including HESA
- You have rights over how your data is used
- You can contact our Data Protection Officer at dpo_vcad@vcad.ac.uk

2. Data Collection

VCAD may collect personal data in a number of ways, such as:

- From the information provided when students interact with the College before joining, for example, when an expression of interest is raised in studying at VCAD.
- When students apply to study at VCAD and complete application forms via the College's website form and/or through UCAS, and when they complete other admissions processes and procedures
- When students communicate with the College by telephone, email, social media or via the College's website, for example, to make enquiries or raise concerns
- Through interactions with the College during the student registration period, for example, the various purposes set out below
 - from answers to any online and paper survey forms and questionnaires

- from third parties, for example, from previous or current school, sixth form college, university, agent, Student Funding Companies or employers who may provide a reference.

3. Lawful bases

We rely on several lawful bases under UK data protection legislation for processing personal data in the course of delivering higher education services. These include:

- **Contract:** We process personal data where this is necessary to enter into, manage, or fulfil our contractual relationship with applicants, students, alumni, staff, or university partners.
- **Legal obligation:** We process data where we are required to do so by UK law or regulations. This includes obligations relating to immigration compliance, student finance regulation, tax and statutory reporting to bodies such as the Office for Students, HESA, the Student Loans Company and other regulatory bodies.
- **Public task:** Where processing is necessary to carry out tasks in the public interest connected to the provision of higher education.
- **Legitimate interests:** We process certain data to support our operations, where this does not override your rights and freedoms. Typical examples include improving our services, ensuring IT and campus security, managing enquiries, preventing fraud, and maintaining alumni relations or institutional development activities.
- **Consent:** Where required, particularly for certain special category data or optional services. You may withdraw consent at any time.

For special category personal data, we rely on specific conditions set out in the UK GDPR and the Data Protection Act 2018. These include processing necessary for reasons of substantial public interest—for example, ensuring equality of opportunity and monitoring diversity, safeguarding at-risk individuals, preventing or detecting unlawful acts, and supporting students' health and wellbeing needs. Where no statutory condition applies, or where the law requires it, we will seek your explicit consent before processing special category data.

4. Data Categories

VCAD may collect the following types of personal data and sensitive personal data.

Personal data includes, but is not limited to, the following:

- Personal contact details such as name, title, home and term-time address, telephone numbers, and personal email addresses
- Date of birth
- Gender
- Marital status and dependants
- Next of kin and emergency contact information
- A record of the details provided on an application form, any supporting documents requested as part of the admission and additional details provided by any referees and recorded following any interview and/or assessment process
- Where relevant, a copy of passport, visa and other right to study documentation or information (note: this includes information relating to one's UK immigration history,
- CCTV video and audio footage may be recorded in limited areas for security/safety. Signage is displayed where recording occurs, and access to recordings is strictly controlled in accordance with the established procedures set out in the CCTV Policy.
- Other information obtained through electronic means, such as student (swipe) card records, when on campus
- Information for the purposes of assessing eligibility for bursaries, hardship/support funds and grants
- Financial information related to tuition fees and other financial charges such as course fees, scholarships (if applicable), payments made, outstanding debt, living costs and source of funds (if relevant)
- Records about the use of the academic and non-academic facilities and services that are offered, including details of student engagement with their programme and web monitoring
- Information about assessments and results

- breaches of College policies, if relevant, such as academic or other misconduct

Sensitive data that may be collected is:

- Information relating to a disability, mental or physical illness or specific learning difficulty
- information about racial or ethnic origin; religion or similar beliefs
- information about sexual orientation

VCAD will process special category personal information only in certain situations, in accordance with the law. Further detail on how specific categories of student records are created, stored and retained is set out in the Retention Schedule.

5. Data Use

Data collected will be held securely in the electronic student file and/or hardcopy file, where relevant, and access is controlled. Only staff who have an operational requirement to access this information will be able to do so. The purposes for which VCAD, and where relevant, university partners use student data, which might include:

- To process student applications, which may include, for example, seeking confirmation from other institutions and other relevant bodies of any information that has been declared on application forms;
- To enrol students and maintain their student records;
- To communicate effectively with students by post, email, and telephone, including the distribution of relevant information considered necessary to support the student experience. Where appropriate, students will be given the opportunity to opt out of receiving some communications from the College;
- To monitor the attendance of students in accordance with the College's Student Attendance and Engagement Monitoring Policy;
- To deliver and administer education, record the details of students' studies, and determine/confirm academic achievements (e.g. results) at university partners;
- To process survey results, for the surveys where it is not explicitly stated that the results are anonymous, to improve the quality of College services, performance, and teaching. Please note that students are free to opt out of

completing any surveys if they do not wish to have any of their data or information processed;

- To administer, or support the administration of, the financial aspects of students' relationship with VCAD and any funders, including international funders, and manage the granting of scholarships, bursaries and other discretionary payments;
- To provide or offer facilities and services to students during their time as a student and thereafter as part of VCAD's legitimate business, including pastoral care;
- To operate security (including CCTV), governance, audit and quality assurance processes and arrangements;
- To conduct our legal obligations under the Prevent duty;
- To compile statistics and conduct research for internal and statutory reporting purposes, for business improvement, and to support changes to service delivery;
- To submit reports and statistics to government organisations and/or third parties, which is necessary to fulfil the College's statutory and legal obligations;
- To enable student participation at events, including graduation ceremonies;
- To monitor equal opportunities;
- To ensure the safeguarding and welfare of students;
- To offer alum services

In other instances, VCAD may disclose student personal information to organisations outside the UK, for example, where legislation requires the College to make a disclosure. Where personal data is transferred outside the UK to a country without an adequacy decision under the UK General Data Protection Regulation (GDPR), VCAD uses an ICO-approved International Data Transfer Agreement (IDTA) or the UK Addendum to the EU Standard Contractual Clauses (SCCs) and conducts a Transfer Risk Assessment.

In some circumstances, the College may approach its students for written consent to allow the processing of certain particularly sensitive data. In such cases, the College will provide the full details of the information that is required and the reason for it, so

that students can carefully consider whether they wish to consent. If they do not consent, students can withdraw consent at any time. Where students provide sensitive information, such as details about a disability, mental or physical illness or specific learning difficulty at enrolment, or at another time in order to receive an additional service from the College, such as services provided by the Health and Wellbeing team, further details about the use of this data will be provided.

Financial data relating to tuition fees, payments, refunds and compensation may be processed by the College's validating or awarding university partners, including for Student Loans Company reconciliation and statutory reporting.

6. Statutory Data Submissions

Among other information, VCAD is required to submit student data to Jisc (HESA). The current Student Collection Privacy Notice explains what is collected, why it is collected, and your rights: <https://www.hesa.ac.uk/about/regulation/data-protection/notices>. VCAD will take reasonable steps to inform students of material updates to the HESA Student Collection Privacy Notice.

For any queries, please contact VCAD's Data Protection Officer at dpo_vcad@vcad.ac.uk.

7. Data Security

VCAD has internal policies, including the Data Protection Policy and Retention Schedule, that explain how the College keeps data secure. Controls are in place to prevent unauthorised access or disclosure, any changes to or destruction of data, and to ensure that data is not misused and is not accessed except by relevant staff in the performance of their duties. The third parties with whom the College shares student information are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of the data.

Relevant policies can be found on the VCAD website: www.vcad.ac.uk/policies.

8. Attendance and Engagement Monitoring

Students who enrol in a course delivered at VCAD are required to agree to have their attendance and engagement monitored and to have the data used for intervention and reporting purposes (including reporting to external agencies). VCAD monitors student attendance and engagement as part of its duty of care towards its students, and as a responsible institution, follows up promptly on matters of non-attendance and non-engagement to provide support and facilitate every opportunity to succeed. In addition, VCAD is obliged to comply with the requirements of the Student Funding Companies and other external agencies that require monitoring and reporting of student attendance and engagement. Attendance and engagement involve not only attendance at timetabled classes, but also, *inter alia*, responding to interventions, accessing the College's Virtual Learning Environment (Moodle) and eBooks, submitting assignments, and sitting examinations.

More information is available in the Student Attendance & Engagement Monitoring Policy, accessible via the link in section 6.

9. Data Retention

In line with sector guidance and regulatory requirements, and for data queries, some minimal elements required to identify a student's engagement, which are classified as the core student record, are retained for the lifetime of the institution. This includes name, date of birth, programme details and final awards. Other personal data is retained for defined periods, usually up to six years after course completion, as set out in the Retention Schedule.

10. Students' Rights

Under the UK GDPR, data subjects have the following rights:

- The right to be informed
- The right to subject access
- The right to rectification
- The right to object

- The right to erasure
- The right to portability
- The right to restrict processing
- The right to automated decision-making and profiling

A detailed explanation of these rights can be found in the Data Protection Policy on the VCAD website.

Note: Whilst this Privacy Notice sets out many of how VCAD may collect and use students' data, it does not provide an exhaustive list of all the ways in which the College collects and uses personal data, and this is regularly reviewed.

If consent has been given and one wishes to withdraw it, they can do so by contacting the College's Data Protection Officer using the contact details set out in Section 10 below.

Where processing relies on consent, you can withdraw consent at any time without affecting the lawfulness of processing before withdrawal. Most core teaching/administration activities use other lawful bases. Please note that the right to erasure does not apply to information that forms part of the core student record or where the College is required to retain data to meet legal or regulatory obligations

11. Contact

For any queries regarding this Privacy Notice or the processing of personal data or to request access to the personal data held by the College, please contact the Data Protection Officer by email, telephone or by post:

Email: dpo_vcad@vcad.ac.uk

Telephone: +44 (0) 20 3278 9857

Post: Data Protection Officer, VCAD, 3rd Floor, 1 Harbour Exchange Square, London E14 9GE

12. Policy Review

This Policy is reviewed and approved every eighteen months by the Senior Management Team, or earlier if there are changes in legislation.

13. Related Policies

- CCTV Policy
- Data Protection Policy
- Retention Schedule
- Student Attendance & Engagement Monitoring Policy