



Advanced Media Production Privacy Notice

Introduction:

Advanced Media Production project are committed to protecting personal data. This Privacy Notice sets out why and how we collect, use and look after the personal data we collect in managing the Advanced Media Production project operations. It applies to personal data provided to Advanced Media Production both by individuals themselves or by others. We may use personal data provided to us for any of the purposes described in this privacy statement or as otherwise stated at the point of collection.

Collecting personal data:

Personal data means any information concerning any identified / identifiable living person. Advanced Media Production collects, uses, stores and transfers some personal data when managing these projects.

Our policy is to collect only the personal data necessary for the purposes of meeting the projects' obligations. We only ask for personal data when strictly needed.

The types of personal data processed by Advanced Media Production include:

- Personal details – e.g. name, date of birth, and gender
- Contact details – e.g. email address, telephone number, and address

For certain activities (e.g. audit) Advanced Media Production may process special categories of personal data.

It is a condition of the Advanced Media Production award that data is kept by the university for at least ten years after the end of the project (i.e. end of April 2023), although this may be subject to change and will be guided by WEFO retention requirements.

Using personal data:

Advanced Media Production uses personal data for the following purposes :

- Processing personal data to administer and manage the project
- Managing relationships with current and prospective stakeholders
- Developing and improving the project





Cynhyrchu
Cyfryngau Uwch
Advanced Media
Production



- Maintaining website
- Hosting events
- Developing individuals' skills and knowledge of the relevance of sustainability in an academic and business context
- Mapping the Advanced Media Production project's impact against the Well Being of Future Generations Act

i.e. the pursuit of legitimate interests to administer, manage and develop Advanced Media Production project.

- Undertaking quality assurance activities – we may process personal data for monitoring, evaluation and / or reviews

i.e. the pursuit of legitimate interests to ensure the quality of our services.

- Complying with laws, regulations and standards. Advanced Media Production are subject to legal, regulatory and professional obligations. We must retain certain records, which may contain personal data, to show that we comply with these obligations when we administer and manage our projects.

i.e. the pursuit of legitimate interests to meet our regulatory or professional obligations.

Protecting personal data:

Advanced Media Production have policies, procedures and mandatory staff training in place covering data protection, confidentiality and security. Students are informed at induction that their personal data will be collected and will be used for the purposes of administering their state aid funding, provided by WEFO. Personal data is done via secure systems, only accessible by appropriate Advanced Media Production team members. Documents that have to be retained are stored in locked containers, kept within security protected buildings. Appropriate organisational and technological measures are implemented to protect against accidental loss, destruction, damage, alteration or disclosure of personal data relating to the projects. The university adheres to the Data Protection Law. The measures outlined here are regularly reviewed to prevent personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

Sharing personal data:

The data we collect may be shared with other government departments and public





bodies that have a role in ESF programmes. This includes WEFO; WG; EFAT. When we share information, we will put in place sufficient, appropriate safeguards to ensure the security of the data. We may disclose your personal information to third parties if we are required to do so by law- for example, by court order, or to prevent fraud or other crime; or to protect the rights, property, or safety of others.

Retaining personal data:

Personal data is kept in line with the Advanced Media Production retention policy, as required under WEFO funding rules. This is to ensure that documents will be available to WEFO or auditors on request.

Your rights:

Individuals have certain rights over their personal data and we are responsible for fulfilling these rights.

Individuals have the right to request:

- Information about how your personal data is processed
- A copy of your personal data
- Correction of anything inaccurate in your personal data
- Erasure of your personal data if there is no longer justification for us storing or processing it
- Restriction of the processing of your personal data in some circumstances

You can also raise an objection about how your personal data is processed. If you have a request or objection, please contact ccu-amp@aber.ac.uk

The university has a Complaint Procedure for individuals who are dissatisfied with the way their personal data has been handled. A complaint can be lodged with the Information Commissioner's Office (ICO) who is the independent regulator for data protection : www.ico.gov.uk

Contacting us:

Please contact Advanced Media Production project manager at Aberystwyth University if you:

- Wish to make any of the requests described above
- Have questions about anything in this document
- Think that we have misused or mishandled your personal data





See 'contacts' here : ccu-amp@aber.ac.uk

WEFO's GDPR guidance can be found here :
<https://gweddill.gov.wales/docs/wefo/publications/180622-wefo-gdpr-v2-en.pdf>





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UNDEB EWROPEAIDD
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Llywodraeth Cymru
Welsh Government

Cronfa Gymdeithasol Ewrop
European Social Fund

