



Employer Case Study Submission & Upload Process

1. DfE Employer Communications Team receives populated skills questionnaire from the [Microsoft Form](#) and any additional content via email to marcomms.mailbox@education.gov.uk
2. All content received is stored in a secure DfE system with access restricted to key project contacts.
3. Once received, the Department for Education has the right to use any content and or imagery provided for the following twelve months **in relation to government skills programmes only** without further consent.
4. This usage includes, but is not limited to, social media, websites, press notices, advertising, public relations activity, events, and marketing campaigns.
5. Following the twelve-month period, we may contact you again to request an extension, and to update our records. You do not have to agree to the extension.

Privacy Notice

Who we are

This work is being carried out by the Department for Education (DfE). For the purpose of data protection legislation, the DfE is the data controller for the personal data processed for communications activities.

How we will use your information

DfE receive your personal data from you, the data subject. The aim for this project is to share your content across DfE owned social media platforms and for promotional communication marketing campaigns, including direct email, media, and digital use. We may also share your information with third party suppliers such as public relations, creative and event agencies. There may also be opportunity include content in public relations and media opportunities locally, regionally, and nationally.

Editing your content

Occasionally we may need to make changes to the content (e.g. use a quote from a transcript, make a video shorter), but will not change the intended meaning. By submitting your content, you are declaring that you understand and are consenting to changes being made.

The nature of your personal data we will be using

The categories of your personal data that we will be using for this project are:

- Content (photographs, films, and words)
- Personal information

Why our use of your personal data is lawful

In order for our use of your personal data to be lawful, we need to meet one (or more) conditions in the data protection legislation. For the purpose of this project, the relevant condition is **Article 6 (1) (a)** that you have given your consent

Who we will make your personal data available to

We sometimes need to make personal data available to other organisations. These might include contracted partners (who we have employed to process your personal data on our behalf) such as public relations, creative and event agencies, and/or other organisations with whom we need to share your personal data for specific purposes. Where we need to share your personal data with others, we ensure that this data sharing complies with data protection legislation.

Media engagement

We may contact you directly to ask for more information or to discuss individual requests from journalists, such as face-to-face or telephone interviews. You're not obliged to take part in any additional activity with the media. If you're directly approached by a member of the media but you haven't been advised by the DfE about a member of the media contacting you, please let us know before communicating with them further.

Storing your information

We store your content and contact details in a secure DfE system with passworded access restricted to key project contacts.

How long we keep your personal data

The DfE will keep your personal data for twelve months, after this content is considered out of date and we will delete your content and contact details from our system. We may contact you to extend however you do not have to agree to further use.

Your data protection rights

- **The right to access** - You are entitled to ask if we hold information relating to you and ask for a copy by making a “subject access request.”
- **The right to rectification** - You have the right to request to correct any information you believe is inaccurate.
- **The right to erasure** - You have the right to request for your information to be erased, under certain circumstances.
- **The right to restrict processing** - You have the right to request that DfE restricts the processing of your personal data, under certain circumstances.
- **The right to object to processing** - You have the right to object to DfE’s processing, under certain circumstances.
- **The right to data portability** - You have the right to move your personal data to another data controller

More information about how the DfE handles personal information is published here:

www.gov.uk/government/organisations/department-for-education/about/personal-information-charter

Under the Data Protection Act 2018, you are entitled to ask if we hold information relating to you and ask for a copy, by making a ‘subject access request’. For further information and how to request your data, please use the [contact form](#) in the Personal Information Charter at www.gov.uk/government/organisations/department-for-education/about/personal-information-charter under the ‘How to find out what personal information we hold about you’ section.

If you need to contact us regarding any of the above, please do so via the DfE site at:

www.gov.uk/contact-dfe.

Further information about your data protection rights appears on the Information Commissioner’s website at:

<https://ico.org.uk/for-organisations/guide-to-data-protection/principle-6-rights/>.

Withdrawal of consent and the right to lodge a complaint

You can withdraw your consent at any time. If you withdraw consent, we'll permanently delete your contact details and content relating to this campaign from our system and won't use them in future materials. Where your content has been used in the past, the DfE will take practical steps to remove it where possible (e.g. website) within a reasonable time period. If you would like to withdraw consent / change your contact details, please email marcomms.mailbox@education.gov.uk.

Where we are processing your personal data with your consent, you have the right to withdraw that consent. If you change your mind, or you are unhappy with our use of your personal data, please let us know by contacting www.gov.uk/contact-dfe and state the name of this project.

If you ask us not to use the content in future, we will comply with your request, but we cannot guarantee that third parties will remove the content from circulation due to the nature of digital / printed materials and advertisements.

The DfE social media platforms are captured and preserved by The National Archive so that members of the public can access these public records in future. Details can be found here: www.nationalarchives.gov.uk/webarchive/

You have the right to raise any concerns you have about how we process your personal data with the Information Commissioner's Office (ICO) via their website at <https://ico.org.uk/concerns/>.

Last updated

We may need to update this privacy notice periodically, so we recommend that you revisit this information from time to time.

This version was last updated on 8 March 2024.

Contact Info

If you have any questions about how your personal information will be used, please contact us at marcomms.mailbox@education.gov.uk.

For the Data Protection Officer (DPO) please contact us in the following ways:

- using our secure [online contact form](#)
- or in writing to:

Emma Wharram
Data Protection Officer
Ministerial and Public Communications Division
Department for Education
Piccadilly Gate
Store Street
Manchester
M1 2WD

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