

# LIA Vice-Chancellor's Awards



## Step 1: Identify the Purpose

- What processing do I want to carry out? (i.e. what are you doing with the information?)
- Why do I want to carry out this processing?
- What is the purpose the processing will achieve?
- What are the benefits of the processing and to whom?
- How important are the benefits?
- What would be the consequences if the processing did not take place?
- Would using the data be unlawful or unethical?
- What will the outcome of the processing be?

### Vice-Chancellor's Awards Nomination, Photography and Event Registration

#### Processing Activities:

- Collecting internal staff data for invitation to, and registration at the Vice-Chancellor's Awards Ceremony and Showcase.
- Collecting consensual images of internal staff for inclusion in ceremony videography, for posting film and photography online, sharing on social media, use in future event branding, publications and reports.

#### The 'Purpose'

- Event branding and promotion for the Vice-Chancellor's Awards 2025 and for future promotion of next year's awards.
- Sharing staff success with other staff and students around the University, and externally with interested parties (e.g. funders, research organisations, Alumni, networks)
- Ceremony and flash talks will be filmed to enable more staff to engage, and to build inclusivity, enabling those who couldn't attend, to be part of the celebrations and the sharing of best practise.

The 'Benefits' include

	<ul style="list-style-type: none"> <li>- staff recognition, celebration and motivation</li> <li>- internal and external promotion of the work going on around the University</li> <li>- the sharing of positive stories and best practice</li> <li>- Increasing the accessibility of our events</li> </ul> <p>The use of data is not considered unlawful or unethical.</p> <p>Staff consent will be gathered before direct photography is taken for the purposes outlined above.</p> <p>The outcome of the processing will be a celebratory record of staff achievements, that can be shared with other University staff and stakeholders.</p>
<p><b>Step 2: Identify the necessity for the processing</b></p>	<p>Staff and guests have registered to attend the event, using University-approved MS forms for collection and retention of data. A privacy notice is included in the registration process and staff and guests have alternative ways to register. This data will be used for the attendance of the events taking place over 13-15 May 2025, and will be deleted within 3 months of the event.</p> <p>Only required data is collected at registration.</p> <p>Data collected includes an optional question around access and dietary requirements, to ensure needs are met onsite. Personal data will only be shared with suppliers if absolutely necessary, e.g. if dietary requirements dictate a named catering provision. Data will inform provision of special diets, reserved seating, access allowance etc wherever possible without giving names. Catering will be in the form of labelled canapes so guests can choose.</p>
<ul style="list-style-type: none"> <li>• Is the processing actually needed to fulfil the purpose?</li> <li>• Can I achieve the purpose without carrying out the processing at all?</li> <li>• Can I achieve the purpose by processing in a different way?</li> <li>• Can I achieve the purpose by processing less data?</li> </ul>	

	<p>Images taken at the Photoshoot and the events will be stored for up to 3 months following the events in May. Images taken at the Photoshoot will be shared with the individuals and teams featured, for wider sharing with University Comms officers, at their own discretion. These images will also be shared with the Public Affairs Comms Team, to celebrate individuals and teams and promote the awards.</p> <p>Films will be available to view post-event online at: <a href="#">Vice-Chancellor's Awards   HR Support (ox.ac.uk)</a></p> <p>All news stories, online posts and social media sharing will be put together by Comms professionals within the University, adhering to University GDPR Policy. These may appear on the main University webpage, as well as departmental and divisional webpages, in some cases reaching external audiences, intranets and social media channels. <a href="#">University of Oxford</a>. This activity supports the objectives of celebrating staff success.</p>
<p><b>Step 3: Identify the impact on the interests, rights and freedoms of individuals</b></p>	<p>University staff and their guests will register to attend the event, using</p>

- Who are the individuals involved?
- Are the individuals children or vulnerable?
- What is their relationship with you?
- Did you collect data directly from them?
- What information did you provide at the time of collection?
- When was the data collected?
- Would a reasonable person expect their data to be used in this way?
- What is the nature of the data?
- How will the processing impact on them?
- How can the impact be minimised?
- Can they opt out?
- Would you be happy to explain the processing to them?

University-approved MS forms for collection and retention of data. Data will be collected directly from the invitee (but not from their guest).

No children or young people (under 18) are likely to attend, although staff may request to bring minors as a guest or for caring reasons. Some staff invited may be considered as vulnerable, and will have the opportunity to register any special requirements for their attendance at registration, or to contact the Events Office to discuss the event setup, help form expectations and ease concerns.

Nomination data will be collected between 9 December 2024 and 3 February 2025. Personal data collected will include:

- Name and work email
- University affiliation
- Project/work nominated

Everyone making a nomination will be asked to disclose whether any of the nominees is a member of their immediate family, or if they have a close personal relationship with them – in line with University guidance on this matter. It is possible to make nominations in these instances, so long as the relationships are disclosed.

Photographic images will be collected on 20 & 21 March 2025. Individuals will not be required to have their photograph taken as part of promotional activities, this will be optional.

Registration data will be collected between 31 March and 30 April 2025. Personal data collected will include:

- Name and work email
- University affiliation
- Dietary and access requirements

All personal data relating to registration will be deleted within 3 months of the event. Sensitive data includes access and dietary requirements.

Staff and guests attending the events have been notified of the plans and purposes for general event photography and filming, but most will not be the focus of images.

Shortlisted nominees, category presenters and hosts, who will be the focus of images, will be asked for explicit consent via registration for the Photoshoot and Ceremony. They have the opportunity to opt out and to be represented and celebrated in a non-visual way if they prefer.

Photography and film will be retained for up to 3 months following the event, unless additional specific activity is outlined that requires it to be held for longer.

Some staff may notify us of concerns around the nature of their work and being vulnerable to potential protest action, preferring not to be photographed. These staff can opt out of pre-event photography and can have lanyards on the day of the event to avoid their image being captured and shared.

Shortlisted nominees (photographed for the ceremony) will be asked to confirm that Oxford University can:

- use images in both internal and external communications
- use store copies of any photograph/recording for as long as necessary to fulfil the Purpose;
- store the photograph and contact details in the University's photographic libraries and databases; and
- store contact details on its databases for the purpose of contacting you if necessary.

## Step 4: Balancing, Decision making and outcome

The VC Awards are a senior-led activity that celebrate staff and build staff engagement. The benefits to staff and the University as a whole outweigh the risks.

On balance, the data processing does not pose significant risk to those involved, and individuals may choose to opt out of certain aspects of data processing.

### Set out your findings about:

- The purpose of the processing
- Whether the purpose amounts to a legitimate interest
- The necessity of the processing to carrying out the purpose
- The likelihood and severity of any harm to individuals
- The potential benefits of the processing
- **Weigh** the risks of harm against your legitimate interests
- **Conclude** whether or not legitimate interests is the appropriate basis for processing

<b>Signature:</b>	<b>Susannah Sheffield</b>
<b>Role:</b>	<b>Head of Events</b>
<b>Date:</b>	<b>5-December 2025</b>
<b>Signature:</b>	<b>Dan Selinger</b>
<b>Role:</b>	<b>Head of Communications and Engagement - Professional Services</b>
<b>Date:</b>	<b>9-January 2025</b>
<b>Review date:</b>	
<b>Reviewed on:</b>	
<b>Signature:</b>	

<b>Role:</b>	
<b>Review outcomes:</b>	