External Relations Retention Schedule
# Records Management Policy

## Version Control and Approval

<table>
<thead>
<tr>
<th>Version Number</th>
<th>Comments</th>
<th>Author</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>V0.01</td>
<td>First draft of stand-alone retention schedule for consultation</td>
<td>David Jenkins (Records Manager); Felicity Lawrence (Global Business Operations Manager)</td>
<td>September 2020</td>
</tr>
<tr>
<td>V1.00</td>
<td>First version for approval</td>
<td>David Jenkins (Records Manager); Felicity Lawrence (Global Business Operations Manager)</td>
<td>June 2022</td>
</tr>
<tr>
<td>V2.00</td>
<td>Second version with some minor changes</td>
<td>David Jenkins (Records Manager); Felicity Lawrence (Head of Global Business Operations)</td>
<td>July 2024</td>
</tr>
</tbody>
</table>

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<tr>
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<tbody>
<tr>
<td>V1.00</td>
<td>Daniel Fitzgerald (Chief Marketing and Engagement Officer)</td>
<td>June 2022</td>
</tr>
<tr>
<td>V2.00</td>
<td>Felicity Lawrence (ERD Data Protection Lead)</td>
<td>July 2024</td>
</tr>
</tbody>
</table>
Implementation Guidance

Principles to follow

- It is good practice to proactively dispose of records on a regular basis (at least once a year if not more frequently). This helps make the process more manageable by keeping the quantity of records in your systems/storage locations to a manageable volume. If no proactive disposal takes place then it can make carrying out a review of records complex and time consuming (typically coinciding with the need to move offices or cleanse data from a system).
- Disposal actions need to be carried out when records are no longer ‘current’ (for example when a student has completed their studies with the University then their records are no longer active and can be reviewed). Retention periods will start to apply once a ‘trigger’ has been reached.
- Retention rules apply to all information regardless of its format. This means that the same retention periods should apply to paper records as well as electronic records. The only exception to this might be when data has been extracted from a paper record and input into a system (i.e. transcribing information into a database and then regarding the information in this database as ‘the record’). In cases where information has been transcribed it is usually beneficial to retain the paper original for a short period of time in case of any data quality concerns over the transcribed data.
- In order to make the proactive disposal of information easier it is good practice to store information in a way that supports the eventual disposal process. Examples might include arranging folders on the X:Drive by academic year so that a retention rule can be applied at the end of year. Similarly it is best practice to avoid large spreadsheets or database that include all of a School/Department’s students over multiple cohorts as this can make the eventual disposal complex and time consuming, in these cases it is best practice to have a single spreadsheet/database based on a cohort year.
- The University Archives are the corporate memory of the University. Information transferred to the archive, in paper or digital form, is preserved permanently for staff, students, alumni and non-members of the University community to research within (subject to Information legislation). The Archives and Special Collections pages on the Library website tell you more about what we want to collect and how to transfer records, or you can email the team with any questions.

Where to go for more information

- For any queries about retention periods that are not covered by this retention schedule or records management in general please contact Records Management.
1. Managing university communications

<table>
<thead>
<tr>
<th>Ref No.</th>
<th>Functional Description</th>
<th>Examples</th>
<th>Retention Period</th>
<th>Justification</th>
<th>Storage Location/Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.01</td>
<td>University-wide strategic communications</td>
<td>Press releases</td>
<td>Permanent. Offer to Archives</td>
<td>Business Requirement</td>
<td>X:Drive; Archives and Special Collections</td>
</tr>
<tr>
<td>1.02</td>
<td>Managing routine University communications (internal and external)</td>
<td>Contact lists</td>
<td>Destroy 6 years from end of academic year</td>
<td>Business Requirement</td>
<td>Dotdigital system</td>
</tr>
<tr>
<td>1.03</td>
<td>Administering Unitemps (ad hoc student staff)</td>
<td>Recruitment documents, Contact details</td>
<td>Destroy 6 years from end of role/end of academic year</td>
<td>Limitations Act 1980</td>
<td>Inbox; OneDrive</td>
</tr>
</tbody>
</table>
### 2. The Centre for International Training and Education (CITE)

<table>
<thead>
<tr>
<th>Ref No.</th>
<th>Functional Description</th>
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<th>Storage Location/Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.01</td>
<td>Administering the University of Sanctuary award and related activities</td>
<td>Reporting and analysis, promotional events, research</td>
<td>Destroy 6 years from end of academic year</td>
<td>Business Requirement</td>
<td>CITE</td>
</tr>
<tr>
<td>2.02</td>
<td>Handling enquiries relating to University of Sanctuary activities</td>
<td>Correspondence</td>
<td>Destroy 3 years from end of academic year</td>
<td>Business Requirement</td>
<td></td>
</tr>
<tr>
<td>2.03</td>
<td>Supporting University of Sanctuary students</td>
<td>Case files, correspondence</td>
<td>Destroy 6 years from end of studies</td>
<td>Business Requirement</td>
<td></td>
</tr>
<tr>
<td>2.04</td>
<td>Administering CITE summer schools and short courses</td>
<td>International Summer Programmes, Teacher Development Programmes, English and British Culture Programme</td>
<td>Destroy 6 years from end of studies</td>
<td>Limitations Act 1980</td>
<td>CITE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Note: if any of the participants are under the age of 18 then records should be kept for 21 years from the individual’s date of birth.</td>
<td></td>
</tr>
<tr>
<td>2.05</td>
<td>Administering CITE courses</td>
<td>MA TESOL; IELTS/OET; pre-sessional courses; CELTA courses; in-sessional courses; JEPs</td>
<td>Destroy 6 years from end of studies</td>
<td>Limitations Act 1980</td>
<td>CITE</td>
</tr>
<tr>
<td>2.06</td>
<td>Administering CITE free classes</td>
<td>CELTA free classes</td>
<td>Destroy 6 years from completion of class</td>
<td>Business Requirement</td>
<td>CITE</td>
</tr>
<tr>
<td>2.07</td>
<td>Administering Erasmus/Study Abroad activities (non-student related)</td>
<td>Planning documents</td>
<td>Destroy 6 years from end of academic year</td>
<td>Limitations Act 1980</td>
<td>CITE</td>
</tr>
</tbody>
</table>

Note: Student data should be managed in accordance with the Student and Academic Administration Retention Schedule.
# Records Management Policy

## 3. Prospective student recruitment

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>3.01</td>
<td>Analysis of prospective students for admission reporting purposes (non-personally identifiable data)</td>
<td>Spreadsheets from Business Objects; reports from UCAS; Unibuddy data</td>
<td>Destroy 1 year from end of recruitment cycle</td>
<td>Business Requirement</td>
<td>Future Students Office X:Drive; Data Warehouse</td>
</tr>
<tr>
<td>3.02</td>
<td>Carrying out outreach activities to potential students</td>
<td>HEAT database; EMWPREP database</td>
<td>Destroy 6 years from end of academic year</td>
<td>Business Requirement</td>
<td>Future Students Office X:Drive; Admissions Email Inbox</td>
</tr>
<tr>
<td>3.03</td>
<td>Administering the relationship with students currently on foundation years with a conditional offer onto a UOL degree</td>
<td>Correspondence</td>
<td>Destroy 1 year from end of academic year</td>
<td>Business Requirement</td>
<td>Future Students Office (ab above)</td>
</tr>
<tr>
<td>3.04</td>
<td>Administering student ambassadors</td>
<td>Lists of ambassadors;</td>
<td>Destroy 6 years from end of role/end of academic year</td>
<td>Limitations Act 1980</td>
<td>Future Students Office X:Drive</td>
</tr>
<tr>
<td>3.05</td>
<td>Activities associated with conversion campaigns (non-personally identifiable data)</td>
<td>Spreadsheets from Business Objects</td>
<td>Destroy 6 years from end of academic year</td>
<td>Business Requirement</td>
<td>Future Students Office X:Drive</td>
</tr>
<tr>
<td>3.06</td>
<td>Activities associated with conversion campaigns (personally identifiable data)</td>
<td>Student applicant questions; Call centre data; UniBuddy</td>
<td>Destroy 1 year from the end of academic year</td>
<td>Business Requirement</td>
<td>Future Students Office X:Drive</td>
</tr>
<tr>
<td>3.07</td>
<td>Managing relationships with international recruitment agents</td>
<td>Commission Invoicing; Agent Lists</td>
<td>Destroy 7 years from end of academic year</td>
<td>Business Requirement</td>
<td>Future Students Office X:Drive</td>
</tr>
<tr>
<td>3.08</td>
<td>Administering Scholarship applications</td>
<td>Applications; videos; email correspondence; scoring documentation</td>
<td>Destroy 1 year from the end of academic year for unsuccessful candidates or 7 years from end of academic year</td>
<td>Business Requirement</td>
<td>Future Students Office X:Drive</td>
</tr>
</tbody>
</table>
### 4. Marketing and engagement

<table>
<thead>
<tr>
<th>Ref No.</th>
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</tr>
</thead>
<tbody>
<tr>
<td>4.01</td>
<td>Marketing and communication for teachers and advisors</td>
<td>Communications to teachers and advisors</td>
<td>Destroy on withdrawal of consent</td>
<td>Business Requirement</td>
<td>Note: Review annually to establish whether contact should be maintained.</td>
</tr>
<tr>
<td>4.02</td>
<td>Sending local recruitment data from events to third parties</td>
<td>Basic contact details for student recruitment</td>
<td>Destroy 3 years from end of academic year</td>
<td>Business Requirement</td>
<td>Azorus</td>
</tr>
<tr>
<td>4.03</td>
<td>Direct mail outs for promotional purposes</td>
<td>Mail outs; planning documents</td>
<td>Destroy 3 years from end of academic year</td>
<td>Business Requirement</td>
<td></td>
</tr>
<tr>
<td>4.04</td>
<td>Analysing Website tracking information for statistical purposes</td>
<td>Analytics; statistics</td>
<td>Destroy 2 years from end of academic year</td>
<td>Business Requirement</td>
<td></td>
</tr>
<tr>
<td>4.05</td>
<td>Market Research (aggregated data and reporting)</td>
<td>Reports</td>
<td>Destroy 6 years from completion of research</td>
<td>Business Requirement</td>
<td></td>
</tr>
<tr>
<td>4.06</td>
<td>Market Research (personally identifiable supporting data)</td>
<td>Questionnaires</td>
<td>Destroy 1 year from completion of research</td>
<td>Business Requirement</td>
<td></td>
</tr>
<tr>
<td>4.07</td>
<td>Managing consent for photographs and videos for marketing purposes</td>
<td>Consent forms</td>
<td>Destroy 6 years from expiry of consent</td>
<td>Limitations Act 1980</td>
<td>Note: Consent period to be outlined in the associated consent privacy notice.</td>
</tr>
</tbody>
</table>
## 4. University Records

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>4.08</td>
<td>Photographs and videos for marketing communications, and press purposes</td>
<td>Photographs</td>
<td>Permanent. Offer to Archives where relevant</td>
<td>Business Requirement</td>
<td>OneDrive</td>
</tr>
<tr>
<td>4.09</td>
<td>Monitoring media coverage of UOL</td>
<td>Monitoring information; reports</td>
<td>Review 6 years from end of academic year</td>
<td>Business Requirement</td>
<td></td>
</tr>
</tbody>
</table>

## 5. University Promotional Events

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>5.01</td>
<td>Running summer schools (non-student data)</td>
<td>Planning documents</td>
<td>Destroy 6 years from end of annual programme</td>
<td>Business Requirement</td>
<td></td>
</tr>
<tr>
<td>5.02</td>
<td>Running summer schools (student data)</td>
<td>Student files</td>
<td>Destroy 21 years from student’s date of birth</td>
<td>Limitations Act 1980</td>
<td></td>
</tr>
<tr>
<td>5.03</td>
<td>Signing up for university events</td>
<td>Sign up forms</td>
<td>Destroy 3 months from the end of the event</td>
<td>Limitations Act 1980</td>
<td></td>
</tr>
</tbody>
</table>
# 6. Corporate Branding

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<tr>
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</thead>
<tbody>
<tr>
<td>6.01</td>
<td>Guidelines on the correct use of the corporate identity</td>
<td>Guidance; Logos; Templates</td>
<td>Destroy 1 year from date superseded</td>
<td>Business Requirement</td>
<td></td>
</tr>
</tbody>
</table>