

Function – Marketing, Communications & Student Recruitment (v3 November 2024)

Responsible Person – Director of Marketing, Communications & Student Recruitment

	Type of Records	RETENTION PERIOD	DISPOSAL ACTION	Notes (for example statutory reason for specified retention period)
1	Marketing and Student Recruitment Operational Plan	Until the strategy is superseded + 5 years	Archive	
2	Communications plans	5 years from the execution of the communications plans	Archive	
3	Records relating to internal communications activity (including employee announcements)	5 years from publication	Destroy	
4	Press releases	Issue +5 years	Archive	
5	Media enquiries, the handling of these enquiries and responses provided.	Last action on enquiry +5 years	Archive	
6	Records of media contacts.	Hold for as long as needed, to be annually updated.	Destroy	.
7	Records of the planning and organisation of media briefings and interviews transcripts	Last action on briefing +5 years	Archive	
8	Records of monitoring and analysing media coverage e.g. press cuttings	Creation +5 years	Archive	
9	Records of the planning, administration and impact/results of public events	Completion of event +3 years	Destroy	
10	Records of negotiating corporate sponsorship of public events by the University	End of sponsor relationship +6-years	Archive	Prescription and Limitation (Scotland) Act 1973.

	Type of Records	RETENTION PERIOD	DISPOSAL ACTION	Notes (for example statutory reason for specified retention period)
11	Records of the design of the University's corporate identity marks (logos etc)	Hold for as long as needed, then superseded.	Archive	
12	Records of the process and donations to third parties	Last action on donation +6 years	Archive	
13	Records of general communications with external bodies	Current year +2 years	Archive	
14	Publications	While current +1 years	Archive	
15	Records of establishing and maintaining corporate or individual (institutionally funded) membership of professional organisations and other organisations in the HE sector.	Renewal/ end of membership +1 year	Destroy	
16	Records of official representation on committees of professional and other organisations in the sector	Termination of membership + 1 year	Destroy	
17	Records of the design and conduct of surveys, responses and results	Completion of survey +3 years	Archive	
18	Survey individual responses.	Completion of analysis of survey responses	Destroy	
19	Enquiries or feedback from members of the public and the responses provided.	Last action on enquiry +1 year	Destroy	
20.	Marketing lists (opted-in).	3 years from date of consent.	Destroy	

	Type of Records	RETENTION PERIOD	DISPOSAL ACTION	Notes (for example statutory reason for specified retention period)
	<u>Recruitment and Admissions</u>			
21	Records of the design, conduct and summary results of student recruitment campaigns and events	Completion of campaign +5 years	Destroy	
22	Records of the issue of student recruitment materials in bulk to applicants, offer holders, colleges, schools and other organisations	Current Academic Year	Destroy	
23	Records of the handling of enquiries from prospective students	Where students did not subsequently enrol at the institutional, the records can be retained current academic year + 1 year. If enrolled see no.24	Destroy	
24	Records of developing & establishing admission criteria	Superseded +10 years	Destroy	
25	Records of the handling of applications for admission: successful applications ¹	End of student relationship + 6 years	Destroy	Prescription and Limitation (Scotland) Act 1973.
26	Records of the handling of applications for admission: unsuccessful applications	Current academic year + 1 year	Destroy	The Equality Act 2010 <i>Minimum: Actions under discrimination legislation must usually be brought within 6 months.</i>
27	Criminal Conviction information	End of student relationship + 6 years	Destroy	Prescription and Limitation (Scotland) Act 1973.

¹ If a successful applicant subsequently decides not to enrol, their records will be treated the same as an unsuccessful applicant except if it is a UKVI sponsored student when we may have to keep their records for longer.