

Owner	Director of Marketing and Communications	Date Approved	Oct-17	Approved By	Executive team	To be reviewed by:	end 2018
Ref	Activity / Records Series	Description / Example Record Types	Trigger - event that prompts start of retention period	Retention Period	Disposal Action	Authority	Citation / Notes
1	Communication support						
1.1	Language translation services - master version	Language translation services - master version	Publication date	10 years	Confidential destruction	Business requirement	
1.2	Mail processing	Incoming and outgoing mail logs and registers	End of calendar year	1 year	Confidential destruction	Business requirement	
1.3	Publications	Annual reports, guides, books and other corporate publications	Publication date	10 years	Confidential destruction	Business requirement	Retain one set of records only - Consider retention of key records to the organisation's story and progress
1.3 bis	Publications	Customer newsletters	Publication date	10 years	Confidential destruction	Business requirement	Retain one set only
	Publications	Staff newsletters	Publication date	5 years	Confidential destruction	Business requirement	
1.5	Staff communications	Staff memos/emails, digital signage, videos	Publication date	1 year	Confidential destruction	Business requirement	
1.6	Social Media Activity Logs	records of all social media enquiries and responses posted	end of each calendar month	1 year - full info 5 years - no names, data retained for analysis	Confidential destruction	Business requirement	Retain analysis only. Cross Ref to Information Management Row: 1.5 as it relates to requests for info under FOISA.
1.7	Film location agreements	Signed agreements with any of our partner organisations and companies looking to film in or at one of our properties	date signed	5 years	Confidential destruction	Business requirement	
1.8	Charity of the year	Breakdown of money collected from donations and fundraising	end of financial year	5 years	Confidential destruction	Business requirement	
2	Corporate communication						
2.1	Campaigns - final outputs	Final outputs - presentations, leaflets, digital signage	Publication date	5 years	Confidential destruction	Business requirement	Retain one set of records only - copies to be destroyed once business use concluded
2.2	Campaigns -concept work	presentations showing concepts for campaigns	Conclusion of campaign	5 year	Confidential destruction	Business requirement	
2.3	Corporate identity and branding - artwork	Final artwork for corporate identity marks (including master version of stationery)	Date superseded	5 years	Confidential destruction	Business requirement	Retain one set of records only - copies to be destroyed once business use concluded. Nb Consider retention of key artworks to preserve the evolution of brands.
2.4	Corporate identity and branding - preparatory records	Records documenting the development of corporate style guides for official use of corporate identity marks.	Date superseded	1 year	Confidential destruction	Business requirement	
2.5	Marketing materials - final outputs	presentations, leaflets, posters	Publication date	10 years	Confidential destruction	Business requirement	Retain one set of records only - copies to be destroyed once business use concluded
2.6	Media relations records	press activity log	End of calendar year	10 years	Confidential destruction	Business requirement	
2.7	Media relations records	press statements, press releases	End of calendar year	10 years	Confidential destruction	Business requirement	Retain one set of records only - copies to be destroyed once business use concluded. Press statements - remove any customer specific information after 1 year.
	Media relations records - summary report	summary report of press coverage	N/A	Permanently	Retain	Business requirement	Retain one set of records only - copies to be destroyed once business use concluded. Vital record, possibly of historical significance/corporate memory
2.9	Customer complaints to press	e.g letters and responses from The Judge (Sunday Mail), Raw Deal (Sunday Post), etc		3 years	Confidential destruction	Business requirement	Retention in line with Governance / customer complaints team
2.10	Events management - final outputs	invite lists, arrangements, speech	Date of event	5 years	Confidential destruction	Business requirement	keep minimal info - eg remove email address
2.11	Events management -preparatory records		Date of event	1 year	Confidential destruction	Business requirement	
2.12	Awards submissions	award entries and supporting materials	date entry submitted	5 years	Confidential destruction	Business requirement	
2.13	Competition entries	Winning entries	Date competition closed	6 months	Confidential destruction	Business requirement	

2.13	Competition entries	Unsuccessful entries	Date competition closed	1 month	Confidential destruction	Business requirement	
	log of competition winners	log of all winners, who drew winning entry, etc - for audit purposes	End of calendar year	3 years	Confidential destruction	Business requirement	required for audit purposes
	log of vouchers paid out to winners	log of all winners who received shopping vouchers - for audit purposes	End of calendar year	3 years	Confidential destruction	Business requirement	required for audit purposes
2.14	Data files for mailing	data files retained to be able to check who received any mailing.	Date of mailing	6 months	Confidential destruction	Business requirement	
2.15	Photography		date added to media library	10 years	Confidential destruction	Business requirement	if there is historical interest we may retain for longer than 10 years
2.16	Video	final cut of corporate and marketing videos	date added to video library	10 years	Confidential destruction	Business requirement	if there is historical interest we may retain for longer than 10 years