	Discourse of Mandage in a second		l	l			T T
Owner	Director of Marketing and Communications	Date Approved	Oct-17	Approved By	Executive team	To be reviewed by:	end 2018
Owner	Communications	Date Approved	OCC-17	Approved By	Executive team	To be reviewed by:	ena 2018
			Trigger - event that				
			prompts start of				
Pof	Activity / Records Series	Description / Example Record Types	retention period	Retention Period	Disposal Action	Authority	Citation / Notes
1	Communication support	Description / Example Record Types	retention period	Retelltion Period	Disposul Action	Authority	Citation / Notes
1					Cantidantial	Dusiness	
	Language translation services -	I am a mark a	Dale Providence of the	10	Confidential	Business	
1.1	master version	Language translation services - master version	Publication date	10 years	destruction	requirement	
4.0			End of calendar	_	Confidential	Business	
1.2	Mail processing	Incoming and outgoing mail logs and registers	year	1 year	destruction	requirement	
							Retain one set of records only -Consider retention
		Annual reports, guides, books and other corporate			Confidential	Business	of key records to the organisation's story and
1.3	Publications	publications	Publication date	10 years	destruction	requirement	progress
					Confidential	Business	
1.3 bis	Publications	Customer newsletters	Publication date	10 years	destruction	requirement	Retain one set only
					Confidential	Business	
	Publications	Staff newsletters	Publication date	5 years	destruction	requirement	
					Confidential	Business	
1.5	Staff communications	Staff memos/emails, digital signage, videos	Publication date	1 year	destruction	requirement	
				1 year - full info			
				5 years - no names,			Retain analysis only. Cross Ref to Information
		records of all social media enquiries and responses	end of each	data retained for	Confidential	Business	Management Row: 1.5 as it relates to requests for
1.6	Social Media Activity Logs	posted	calendar month	analysis	destruction	requirement	info under FOISA.
	, , , , , , , , , , , , , , , , , , ,	Signed agreements with any of our partner		,			
		organisations and companies looking to film in or			Confidential	Business	
17	Film location agreements	at one of our properties	date signed	5 years	destruction	requirement	
1.7	Tim tocation agreements	Breakdown of money collected from donations and		5 years	Confidential	Business	
1.8	Charity of the year	fundraising	year	5 years	destruction	requirement	
1.0	Corporate communication	Turiuruisirig	yeur	J yeurs	destruction	requirement	
2	corporate communication	Final outputs - presentations, leaflets, digital			Confidential	Business	Retain one set of records only - copies to be
2.1	Campaigns - final outputs	signage	Publication date	5 years	destruction	requirement	destroyed once business use concluded
				J yeurs			destroyed once business use concluded
			Conclusion of		Confidential	Business	destroyed once business use concluded
	Campaigns -concept work	presentations showing concepts for campaigns		5 year			
			Conclusion of		Confidential	Business	Retain one set of records only - copies to be
	Campaigns -concept work	presentations showing concepts for campaigns	Conclusion of		Confidential destruction	Business requirement	Retain one set of records only - copies to be destroyed once business use concluded. Nb
2.2	Campaigns -concept work Corporate identity and branding -	presentations showing concepts for campaigns Final artwork for corporate identity marks	Conclusion of campaign	5 year	Confidential destruction Confidential	Business requirement Business	Retain one set of records only - copies to be destroyed once business use concluded. Nb Consider retention of key artworks to preserve the
2.2	Campaigns -concept work	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery)	Conclusion of		Confidential destruction	Business requirement	Retain one set of records only - copies to be destroyed once business use concluded. Nb
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2.2	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding -	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate	Conclusion of campaign Date superseded	5 years	Confidential destruction Confidential destruction Confidential	Business requirement Business requirement Business	Retain one set of records only - copies to be destroyed once business use concluded. Nb Consider retention of key artworks to preserve the
2.2	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding -	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate	Conclusion of campaign Date superseded	5 years	Confidential destruction Confidential destruction Confidential destruction	Business requirement Business requirement 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.
2.2	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks.	Conclusion of campaign Date superseded Date superseded	5 years 1 year	Confidential destruction Confidential destruction Confidential destruction Confidential	Business requirement Business requirement Business requirement Business requirement 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. Retain one set of records only - copies to be
2.2 2.3 2.4 2.5	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks. presentations, leaflets, posters	Conclusion of campaign Date superseded Date superseded Publication date	5 years 1 year 10 years	Confidential destruction Confidential destruction Confidential destruction Confidential destruction	Business requirement Business requirement Business requirement Business requirement Business	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. Retain one set of records only - copies to be
2.2 2.3 2.4 2.5	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records Marketing materials - final outputs	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks.	Conclusion of campaign Date superseded Date superseded Publication date End of calendar	5 years 1 year	Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential	Business requirement Business requirement Business requirement Business requirement Business requirement Business	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. Retain one set of records only - copies to be destroyed once business use concluded
2.2 2.3 2.4 2.5	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records Marketing materials - final outputs	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks. presentations, leaflets, posters	Conclusion of campaign Date superseded Date superseded Publication date End of calendar	5 years 1 year 10 years	Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential	Business requirement Business requirement Business requirement Business requirement Business Business	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. Retain one set of records only - copies to be destroyed once business use concluded Retain one set of records only - copies to be
2.2 2.3 2.4 2.5	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records Marketing materials - final outputs	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks. presentations, leaflets, posters	Conclusion of campaign Date superseded Date superseded Publication date End of calendar year	5 years 1 year 10 years	Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential destruction	Business requirement Business requirement Business requirement Business requirement 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. Retain one set of records only - copies to be destroyed once business use concluded Retain one set of records only - copies to be destroyed once business use concluded.
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2.2 2.3 2.4 2.5 2.6	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records Marketing materials - final outputs	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks. presentations, leaflets, posters	Conclusion of campaign Date superseded Date superseded Publication date End of calendar year	5 years 1 year 10 years	Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential destruction Confidential destruction	Business requirement Business requirement Business requirement Business requirement 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. Retain one set of records only - copies to be destroyed once business use concluded Retain one set of records only - copies to be destroyed once business use concluded. Press statements - remove any customer specific information after 1 year.
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2.2 2.3 2.4 2.5 2.6	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records Marketing materials - final outputs Media relations records Media relations records	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks. presentations, leaflets, posters press activity log	Conclusion of campaign Date superseded Date superseded Publication date End of calendar year End of calendar	5 years 1 year 10 years 10 years	Confidential destruction	Business requirement Business requirement Business requirement Business requirement Business requirement 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. Retain one set of records only - copies to be destroyed once business use concluded Retain one set of records only - copies to be destroyed once business use concluded. Press statements - remove any customer specific information after 1 year. Retain one set of records only - copies to be destroyed once business use concluded. Vital
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2.2 2.3 2.4 2.5 2.6	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records Marketing materials - final outputs Media relations records Media relations records	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks. presentations, leaflets, posters press activity log press statements, press releases summary report of press coverage	Date superseded Date superseded Publication date End of calendar year End of calendar	5 years 1 year 10 years 10 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. Retain one set of records only - copies to be destroyed once business use concluded Retain one set of records only - copies to be destroyed once business use concluded. Press statements - remove any customer specific information after 1 year. Retain one set of records only - copies to be destroyed once business use concluded. Vital record, possibly of historical significance/corporate memory
2.2 2.3 2.4 2.5 2.6 2.7	Campaigns -concept work Corporate identity and branding - artwork Corporate identity and branding - preparatory records Marketing materials - final outputs Media relations records Media relations records Media relations records Customer complaints to press	presentations showing concepts for campaigns Final artwork for corporate identity marks (including master version of stationery) Records documenting the development of corporate style guides for official use of corporate identity marks. presentations, leaflets, posters press activity log press statements, press releases summary report of press coverage e.g letters and responses from The Judge (Sunday Mail), Raw Deal (Sunday Post), etc	Conclusion of campaign Date superseded Date superseded Publication date End of calendar year End of calendar year	5 years 1 year 10 years 10 years 10 years Permanently 3 years	Confidential destruction Retain Confidential destruction Confidential	Business requirement Business requirement Business requirement Business requirement Business requirement Business requirement Business requirement Business requirement Business requirement Business requirement Business requirement Business	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. Retain one set of records only - copies to be destroyed once business use concluded Retain one set of records only - copies to be destroyed once business use concluded. Press statements - remove any customer specific information after 1 year. Retain one set of records only - copies to be destroyed once business use concluded. Vital record, possibly of historical significance/corporate memory Retention in line with Governance / customer complaints team
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			Date competition		Confidential	Business	
2.13	Competition entries	Unsuccessful entries	closed	1 month	destruction	requirement	
		log of all winners, who drew winning entry, etc - for	End of calendar		Confidential	Business	
	log of competition winners	audit purposes	year	3 years	destruction	requirement	required for audit purposes
		log of all winners who received shopping vouchers -	End of calendar		Confidential	Business	
	log of vouchers paid out to winners	for audit purposes	year	3 years	destruction	requirement	required for audit purposes
		data files retained to be able to check who received			Confidential	Business	
2.14	Data files for mailing	any mailing.	Date of mailing	6 months	destruction	requirement	
			date added to		Confidential	Business	if there is historical interest we may retain for
2.15	Photography		media library	10 years	destruction	requirement	longer than 10 years
			date added to video		Confidential	Business	if there is historical interest we may retain for
2.16	Video	final cut of corporate and marketing videos	library	10 years	destruction	requirement	longer than 10 years