

Contact details:

The Data Controller of the information being collected is UHI North, West and Hebrides, Ormlie Road, Thurso, Caithness, KW14 7EE. For any queries or concerns about how your personal data is being processed you can contact the Data Protection Officer at dpo.nwh@uhi.ac.uk

This privacy statement relates to the following processing:

This privacy statement relates to the use of personal data supplied by individuals who wish to attend one of the College open days and online events, including free workshops and campus tours, online events and who wish to receive College promotional materials and marketing information about our course offering and future events.

How we use your information:

<p>Purpose 1: Registration and attendance</p>	<p>To register your attendance at one of our open days or online events, including free workshops, campus tours and online events. The College will contact you in advance with access information, event details and may send you reminders.</p>
<p>Purpose 2: Reasonable adjustments</p>	<p>If you disclose a disability or medical condition, the College will make reasonable adjustments to allow you to attend and enjoy the event.</p>
<p>Purpose 3: Security and Health and Safety</p>	<p>We may be required to populate an event delegate list for the venue’s safety purposes and risk assessment under the Fire (Scotland) Act 2005 part III. We may need to process your data for Health and Safety purposes depending on the nature and venue of an event.</p>
<p>Purpose 4: Feedback</p>	<p>The College may contact you post-event to request feedback from you via survey. If you do not wish to receive the event feedback survey please email marketing.nwh@uhi.ac.uk</p>
<p>Purpose 5: Marketing</p>	<p>If you proactively check the consent box to receive marketing (when you register for one of our events or via one of our feedback emails), we will send you marketing emails promoting UHI NWH course offering and future open days and online events. To unsubscribe from the emails please contact: marketing.nwh@uhi.ac.uk</p>
<p>Purpose 6: Photography and recording at events</p>	<p>Photographs may be taken of an event by College appointed photographers or press photographers. These crowd shots may include images of event guests.</p> <p>Online events may be filmed for the purposes of promoting and publicising the institution or kept for its archival value.</p>

	<p>Photographs and recordings may be published on our website, social media channels, printed publicity material, and any for any other such marketing and promotion use.</p>
<p>Purpose 7: Statistical Purposes</p>	<p>Personal data is used to create statistics, to gauge levels of interest and uptake of courses in different geographies; this includes documenting the progression of each attendee from open day/online event through to potential applications and course enrolment. Personal data may be used to generate the following types of reports:</p> <ul style="list-style-type: none"> • Prospect engagement levels • Prospect progression rates in relation to: <ul style="list-style-type: none"> ○ Applications ○ Course acceptance uptake <p>Data provided in management reports is anonymised – individuals cannot be identified from the information provided.</p>

Our legal reasons for using the data are:

To achieve the following purposes: Purpose 1: Registration and attendance

Our legal reason for using the data is necessity to perform a **task** in the **public** interest, that being the College duty to promote higher and further educational services in the wider community by hosting open days and online events. If you withhold this information, you would not be able to register for and take part in the event.

To achieve the following purposes: Purpose 2: Reasonable adjustments
Purpose 3: Security and Health and Safety

Our legal reason for using the data is **Legal obligation** under the Equality Act to, so far as possible, make events accessible to all. The College may need to process data relating to your accessibility needs to make any reasonable adjustments to provide you with access to the open day/online event and a good experience. If you were to withhold this information, we would not be able to provide you with reasonable adjustments.

The College may be required to process personal data for security purposes, or where the processing is directly requested by the Police. The College may also process personal data where required for health and safety purposes set out in law.

To achieve the following purposes: Purpose 4: Feedback
Purpose 6: Photography and recording at events
Purpose 7: Statistical Purposes

The College considers the processing to be necessary for the purposes of its **legitimate interests** to **evaluate the success of the event**. Feedback will be used to improve future registrants' experience, to widen the range of events and make these more relevant to the audience, improve technical issues and access to events and to raise the profile of the College and its services to the public. If you do not wish to receive the event feedback survey, please email marketing.nwh@uhi.ac.uk

The processing of **photographic images and filmed media** is under the **legitimate interest** of marketing and encouraging attendance to future College open events. Such use is helpful to raise the profile of the College and its services to the public, and digital media is likely to be used to celebrate an event, for example the college anniversary. You can object to the processing of your image at any time by contacting marketing.nwh@uhi.ac.uk

It is a **legitimate interest** of the College to process personal data for **statistical purposes** to determine the effectiveness of its marketing campaigns, and competitiveness of its course offering throughout the highland and island regions. Your personal data will be used to capture your journey from open day/online event, through to any applications or course acceptance you submit. Please be assured your personal information will be anonymised before it is used to compile internal management reports; if you object to this, please contact marketing.nwh@uhi.ac.uk

To achieve the following purposes: Purpose 5: Marketing

Our legal reason for using the data is that you have given us your **consent** by proactively checking the 'consent to marketing' box, when registering for one of our open days/online events or through our event feedback email. If you consent, we will use this information to add you to our events marketing email list and send you details regarding future open days, online events and course offerings of interest to you.

If you were to withhold your contact details, you would not receive marketing emails. We may contact you within three years to check that you want to stay on the mailing list. If you do not reply to say you do, then we will remove you from the list.

The data being used includes special category (sensitive) data. This may include health data. We use this sensitive data under the following legal conditions: Purpose 2: Reasonable adjustments
Purpose 3: Security and Health and Safety

We may ask you to provide access considerations (and where necessary relevant health data) to make any reasonable adjustments we can to provide access and to, and improved comfort and experience at, our events. You are not obliged to provide this data, but it may help us accommodate

you and enhance your experience. We may also collect data about your health if it is pertinent to the health and safety of you or others attending the event.

If you share health data with us for either of these purposes, then our lawful basis for processing this data is for **reasons of substantial public interest** to *promote equality of opportunity or treatment*, referring to the Equalities Act 2010 as a basis in law.

Who we may share data with:

If you have declared a disability and have requested additional support, the College may share limited personal data with third party providers to put arrangements in place, e.g. BSL interpreter.

Digital media may potentially be viewed online by any member of the public worldwide; some overseas countries may not provide the same level of protection to the rights of individuals as UK legislation provides, such as the United States.

You can object to the processing of your image at any time by contacting marketing.nwh@uhi.ac.uk. Should you object, the College may delete or no longer use any copies that it holds of your image. Please be aware, that published materials already in the public domain are outwith the control of the College and cannot be recalled or deleted.

Anonymous statistical information regarding progression rates may be circulated internally or to external bodies, where required.

Retention:

- Personal data regarding gathered for health and safety purposes or reasonable adjustments will be held for 30 days from the date of the event and then confidentially deleted.
- Survey feedback – 3 months from the date the survey is submitted.
- Direct marketing communications – 3 years from the end of the academic year (July) in which you gave consent for the marketing emails. The College may contact you near the end of this period to ask if you would like to continue to receive these emails for longer.
- Photography and recordings – 5 years from the date they are taken. Thereafter, published images and recordings may be kept permanently in an archive to serve as a record of College life and may appear in future commemorative materials or events.
- Your name and postcode will be retained for one academic year to allow the College to monitor attendee progression rates; thereafter, all personal data will be anonymised. Please note that only anonymous statistical information is used in management reports and cannot be linked back to you.

Your data subject rights:

- Right of access to copies of your personal data (subject access request)
- Right to rectification if personal data we hold about you is incorrect
- Right to restrict processing of your personal data

In some circumstances you also have the following rights:

- Right to withdraw consent (only applies to **Purpose 5: Marketing**)
- Right to object to our processing of your personal data
- Right to request erasure of your personal data (deletion)
- Right to data portability

You also have the right to [lodge a complaint with the Information Commissioner's Office](#) about our handling of your data. However, before doing so, we would ask that you first discuss your concerns with the College.