

## Privacy Notice

UHI West Highland, Carmichael Way, Fort William PH33 6FF. Telephone: 01397 874000.

For any queries or concerns about how your personal data is being processed you can contact our Data Protection Officer at [dataprotectionofficer@uhi.ac.uk](mailto:dataprotectionofficer@uhi.ac.uk)

This privacy statement relates to the following process:

**The use of images and archive material for anniversary website, social media and commemorative report.**

**Your data will be used for the following purposes:**

<b>Purpose 1: Anniversary Website</b>	<p>We process your data in order to create attractive visual content for an anniversary website. This will be of benefit to stakeholders, staff, and students to show the history and development of the college and to demonstrate the achievements of its aims and objectives to date and to inspire confidence in its plans for the future. It will act as a celebratory commemorative reference to the significant contribution of the various organisations and individuals from previous years who worked to create the institution.</p> <p>We believe that prospective students, stakeholders, and potential investors in future projects will benefit from an understanding of the aims, objectives, and progress towards these that the college has achieved so far as referenced by the historical information provided through photographs and archival material.</p> <p>The wider public also benefits from the college gaining a higher public profile and creating more awareness of a trusted organisation which is able to provide even more options for further and higher education, support for vocational training, upskilling opportunities and for businesses development in the region.</p>
<b>Purpose 2: Social Media to promote the Anniversary Website</b>	<p>Data may be used in Social Media to provide content that will promote the anniversary website.</p> <p>Photography and or film may be used for the purposes of promoting and publicising the institution and its activities, and to show the history development and impact of the college in Purpose 1 above.</p>
<b>Purpose 3: Media releases to promote the website</b>	<p>Data may be used to accompany media releases to promote the anniversary website as in Purpose 1 above.</p>
<b>Purpose 4 : Commemorative Report</b>	<p>Data may be used to create a digital and printed commemorative report to promote the anniversary as in Purpose 1 above.</p>

The data we collect and use to fulfil these purposes is as follows:

To achieve the following purposes:

- Purpose 1: Creation of anniversary website
- Purpose 2: Promotion of website on social media
- Purpose 3: To send media releases to various media outlets.
- Purpose 4 : Production of digital and printed commemorative report

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**We collect and process the following data:**

Names, images and or film of individuals and news related items of interest and relevance to the history and development of the college. The data is not sensitive and will all have been published previously, having been collected during periods of studying or when employed by the college or on related business or activity. The material is held for archiving purposes in the public interest and the college is satisfied that this is a reasonable use of archive material.

All material will be inspected and assessed for appropriateness of use by the UHI west Highland Marketing team. No sensitive or potentially embarrassing material will be used.

We will not share this data with any third parties.

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**Our legal reason for using the data is that we have a legitimate interest to celebrate and promote the benefits of further and higher education provided by the institution.**

The use of the data is necessary to create an attractive and appropriate celebratory website, the social media to promote it and the issue of a commemorative report.

We will have been given consent by some individuals for the use of their data.

Where this is not the case, we will use data from archives.

Data will be processed to create and promote an attractive website and commemorative report which would enhance the professional reputation of the college to its students, staff and stakeholders by celebrating its history, achievements, and positive impact on the region. The publication of the data is therefore in the public interest and in line with cultural interest and expectations of an institution of this type. The individuals would reasonably expect such processing- in so far as they would have previously been aware that the data would be used in mainstream and social media.

**Your data will be retained by us securely.**

**Requests to have data removed or destroyed will be managed by the Marketing team and can be sent to [marketing.whc@uhi.ac.uk](mailto:marketing.whc@uhi.ac.uk) or [eventswhc@uhi.ac.uk](mailto:eventswhc@uhi.ac.uk)**

**The following rights are rights of data subjects:**

- The right to access your personal data
- The right to rectification if the personal data we hold about you is incorrect
- The right to restrict processing of your personal data

**The following rights apply only in certain circumstances:**

- The right to object to our processing of your personal data
- The right to request erasure (deletion) of your personal data
- The 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.**

**The Information Commissioner's Office is UK's independent authority set up to uphold information rights in the public interest. Their website is [www.ico.org.uk](http://www.ico.org.uk)**

Address: The Information Commissioner's Office – Scotland, Queen Elizabeth House, Sibbald Walk, Edinburgh EH8 8FT Telephone: 0303 123 1115 Email: [Scotland@ico.org.uk](mailto:Scotland@ico.org.uk)