

PRIVACY NOTICE – Marketing (Use of Personal Images and Video Recordings)

UHI Inverness is committed to ensuring that the processing of personal data is only undertaken in the legitimate operation of the college's business. We use images of staff, students, colleagues from partner institutions and visitors to our campus, to help promote the institution and the study options available. All personal data is stored in accordance with the UK Data Protection Act 2018 and the UK General Data Protection Regulation. UHI Inverness is a partner of the University of the Highlands and Islands (UHI).

Purpose

We use personal images (photographs) and/or video footage to promote, study options, campus events and news stories. As part of this process, we will record your name, contact details and your consent to process your data. We will also note a description of what you are wearing so we can identify you in photographs and video footage. If under 16yrs parental consent is required.

We may use your name to identify you as one of the individuals in a photograph or video.

Personal images (photographs) and/or video footage may be used in the following ways:

- Shared on UHI Inverness or UHI social media channels.
- Shared on the UHI Inverness website and/or UHI website.
- Displayed internally within UHI Inverness or externally on digital screens, student and staff portals.
- Shared with local media or partner institutions for inclusion in digital media and newspaper articles.
- Processed for the purpose of producing leaflets, course prospectus, production of digital and hard copy case studies and associated promotional materials.

An agreed quotation (of something you have said) may also be used in any of the above.

Normally we will obtain your information directly from you. Occasionally, we may re-share images we find on social media and share them on our own social media channels.

Legal Basis

The legal basis for processing your data falls within Article 6 (1) (a) of the UK General data Protection Regulation (GDPR) "the data subject has given consent to the processing of his or her personal data for one or more specific purposes". You may withdraw your consent at any time by contacting data.controller.ic@uhi.ac.uk It may not always be possible to withdraw your image from printed materials once they have been published and are in general circulation.

Your data will be securely held within the university network where access to your data is limited to staff on a need-to-know basis.

Your data may be held for up to 5 years from the date you provided consent.

Your image may be shared with UHI or any of its partner institutions. It may also be shared with other bodies with whom we have a working relationship, for the purpose of promoting UHI Inverness.

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 withdraw consent at any time if consent is our lawful basis for processing your data
- The right to object to our processing of your personal data

To exercise your information rights please contact:

- The right to request erasure (deletion) of your personal data
- The right to data portability

If you wish to exercise your information rights or have concerns about the way your data is being processed, you can write to the local Data Controller (see foot of page).

If you are not satisfied with our response, you may raise a complaint via the Information Commissioner's Office (ICO) <https://ico.org.uk> The ICO is the UK's independent body set up to uphold information rights.

To exercise your information rights please contact:

Data Controller, UHI Inverness, 1 Inverness Campus, Inverness IV2 5NA Tel: 01463 27300 Email: data.controller.ic@uhi.ac.uk