

Privacy notice – UHI Partnership academic product development

The Data Controller of the information being collected is: the data is controlled by several organisations on a joint controller basis, collectively these organisations are ‘The UHI Partnership’. The Partnership comprises those organisations listed in Part 2 of this notice. The lead organisation is The University of the Highlands and Islands (UHI), Executive Office, 12B Ness Walk, Inverness IV3 5SQ. Phone: 01463 279000.

For any queries or concerns about how your personal data is being processed you can contact the relevant Data Protection Officer at dataprotectionofficer@uhi.ac.uk

You can request that your data is no longer used for the purposes i.e. deleted, by emailing CRM-GDPR-Removal-Request@uhi.ac.uk

This privacy statement relates to the following processing:

UHI Partnership academic product development – Managing the engagement process contributing to the development of UHI Partnership academic courses and academic products (including consultancy), including the storage of personal data in the UHI Partnership Customer relationship management system.

Your information will be used for the following purposes:

<p>Purpose 1: Development of UHI’s academic courses</p>	<p>The UHI Partnership aims to contribute to the academic, cultural, and economic prosperity of Scotland and the UK. To contribute effectively the UHI Partnership seeks to develop academic courses that meet the needs of the students, businesses, organisations and the public.</p> <p>To this end, the UHI Partnership undertakes programmes of engagement with local, regional and national businesses, organisations, experts and agencies to understand their current, and projected, skills and expertise needs so that academic courses can be planned to meet those needs.</p> <p>The professional contact details (personal information) of individuals within those organisations will be held by the UHI Partnership in its Customer Relationship Management system. Use of the CRM allows the UHI Partnership to manage and co-ordinate its engagement activity; for example, the CRM approach allows the partnership to arrange for just one communication to be sent to a national organisation, rather than thirteen communications (one per university/college).</p> <p>Processing for this purpose will not extend to direct marketing.</p>
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<p>Purpose 2: Development of academic products</p>	<p>The UHI Partnership contributes to economic and cultural development locally, regionally and nationally by making its academic expertise available to businesses, organisations and individuals.</p> <p>To this end, the UHI Partnership undertakes programmes of engagement with local, regional and national businesses, organisations, experts and agencies to understand their current, and projected, knowledge and expertise needs so that the partnership can plan the profile and depth of its academic departments, research capabilities and expertise to meet the needs of its clients and society. This engagement includes direct market research activity.</p> <p>The professional contact details (personal information) of individuals within those organisations will be held by the UHI Partnership in its Customer Relationship Management system. Use of the CRM allows the UHI Partnership to manage and co-ordinate its engagement activity; for example, the CRM approach allows the partnership to arrange for just one communication to be sent to a national organisation, rather than thirteen communications (one per university/college).</p> <p>Processing for this purpose will not extend to direct marketing.</p>
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Our legal reasons for using the data are:

Purpose 1: Development of UHI's academic programmes.

Purpose 2: Development of UHI's academic products.

To achieve the following purposes:

Our legal reason to use the data is: Use is necessary for the purposes of legitimate interests pursued by the University of the Highlands. The legitimate interest being UHI's interest in designing courses of academic study and academic consulting products that contribute to the academic, cultural, and economic prosperity of Scotland and the UK. The personal data collected by the UHI Partnership will be used for the benefit of the university to help it identify the external demands and trends for educational products, in order that the university can develop a curriculum and knowledge and research products that support and reflects the requirements of external organisations. The legitimate interest processing includes engaging with contacts, storing their details and undertaking market research activity – but not direct marketing.

Part 2: Your data will, or may, be shared with the following recipients or categories of recipient:

All UHI Partnership college and research institutions will have access to your data, the partnership comprises:

- Argyll College UHI
- Highland Theological College UHI
- Inverness College UHI
- Lews Castle College UHI
- Moray College UHI
- NAFC Marine Centre UHI
- North Highland College UHI
- Orkney College UHI
- Perth College UHI
- Sabhal Mor Ostaig
- Scottish Association of Marine Science (SAMS)
- Shetland College UHI
- University of the Highlands and Islands (UHI)
- West Highland College UHI

Collectively, these organisations are the 'UHI Partnership'.

Your data will be retained by the University Partnership for the following period: The end of the third academic year period following the date you last engaged with the UHI Partnership for the purposes listed above. For example; this means if your data is collected between August 2020 and July 2021 it will be deleted in July 2024. If you do not engage with the UHI Partnership your data will be deleted at the end of the third academic year following the date your data was collected.

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 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
- 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