**Privacy Notice**: **University of the Highlands and Islands  
Creative Industries Alumni Surveys**

**The Data Controller of the information being collected is:**   
University of the Highlands and Islands (UHI)   
Executive Office, 12B Ness Walk   
Inverness, IV3 5SQ   
Telephone: 01463 279000

For any queries or concerns about how your personal data is being processed you can contact:

* Data Protection Officer at UHI: [dataprotectionofficer@uhi.ac.uk](mailto:dataprotectionofficer@uhi.ac.uk)
* Katie Masheter, Curriculum Development Employer Engagement at UHI: [katie.masheter@uhi.ac.uk](mailto:katie.masheter@uhi.ac.uk)

**Your information will be used for the following purposes:**   
The University of the Highlands and Islands is carrying out UHI alumni research to understand the destinations of graduates that studied specific courses within the creative industries subject network. Alumni research is used as an important indicator of curriculum quality and the findings of this research will support the development of the creative industries course curriculum.

**Our legal reasons for using the data are:**

* You have given consent for the use by willingly providing answers and completing the survey
* Use is necessary for the purposes of public task pursued by us or by a third party (in respect of us contacting you with this survey and analysing the results)

The processing is undertaken under the legitimate interest of the University of the Highlands and Islands.  The legitimate interest(s) of the controller or third party is:

The research and data collated will ensure that the UHI creative industries course curriculum is appropriate and informed by the feedback from UHI graduates who have studied the courses. This is a beneficial and necessary exercise, with an emphasis on curriculum development. The aim of curriculum review and development is to enhance student learning, engagement, experience and outcomes.

**Sharing of data:**   
Please note that no personal data or specifics relating to any individual or organisation will be shared out with the university.

**Your data will be retained for the following length of time:**   
The data will be retained for up to four years.

**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 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.**