# Privacy notice – UHI perception survey

## The Data Controller of the information being collected is

The University of the Highlands and Islands (UHI), 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](mailto:dataprotectionofficer@uhi.ac.uk)

## This privacy statement relates to the following process:

UHI conducting market research to learn from stakeholders to improve its services.

## Your information will be used for the following purposes:

|  |  |
| --- | --- |
| Purpose 1: Contact you to invite you to complete UHI’s market research questionnaire | UHI is sending you this email to invite you to take part in its market research questionnaire. UHI is emailing you as it considers you are a stakeholder of the University. |
| Purpose 2: Market research (no personal data) | If you fill in the research questionnaire without providing your personal data in the last question then UHI will use your anonymous research responses to assess your opinion of UHI. |
| Purpose 3: Market research (personal data) | If you fill in the research questionnaire and provide your personal data in the last question then UHI will your research responses to assess your opinion of UHI. |
| Purpose 4: Contact you to invite you to take part in further research (personal data) | UHI wishes to conduct further research to build on the outcome of this questionnaire. If you provide your contact details in the questionnaire then UHI may contact you to invite you to take part in a further stage of this research process. |

## Our legal reason for using the data is/are:

* Use is necessary for the purposes of legitimate interests pursued by UHI
* The legitimate interest being UHI’s interest in conducting reasonable market research to improve its reach, messaging and positioning; with the ultimate aim of improving to serve its stakeholders and meet its educational, research and cultural aims in the most effective way possible.

## Data sharing:

UHI will share your personal data (research responses) with the following parties:

* Pagoda PR who are assisting UHI with the research process
* JISC online suveys – as the tool UHI is using to collect and analyse research responses

## Some of the personal data processed for these purposes includes personal data that UHI obtained from a third party:

For purpose 1 UHI may have procured your personal data from a publicly accessible source, such as your website or website of your organisation. The personal data obtained are: name, email address, stakeholder type

## Your data will be retained for the following length of time:

|  |  |
| --- | --- |
| Contact details we used to send you this market research email (purpose 1) | For this research purpose, your data will be deleted by the office conducting the research once the research process has completed.  If UHI holds your personal data because you provided it to UHI previously, then UHI will retain your personal data for the period indicated the privacy notice for the purpose for which your provided your data.  If your personal data was collected from a publicly accessible source in order to contact you about this research then your personal data will be deleted at the end of the research process. |
| Anonymous research responses (purpose 2) | Not personal data – will be retained for as long as they are useful to UHI. |
| Identifiable research responses (purpose 3) and  Contact details provided by you for the purposes of inviting you to take part in further research (purpose 4) | The purpose of collecting your personal data is to contact you to discuss your answers in the second part of our research process.  Once UHI has completed the second part of its research process (anticipated to be by the end of September 2020) UHI will anonymise your answers by removing personal data.  The anonymised data will then be kept for as long as the data is useful to UHI. |

## Rights of data subjects

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:

* Theright 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.