

Privacy Notice – UHI TRANSECTS Project – Research and Creative Output with Personal Data

The data controllers are the University of the Highlands and Islands (UHI), UHI House, Old Perth Road, Inverness, IV2 3J and each of the TRANSECTS research project team partner organisations: Heriot-Watt University, the University of Aberdeen, University of Hull, University of Strathclyde and Daryl Burdon Ltd.

For any more information about the proposed processing please contact: Daniel.Lee@uhi.ac.uk (Research Associate)

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

This privacy statement relates to the following process:

Creation of research outputs and creative and artistic works as part of, and to publicise and celebrate, the research undertaken through the TRANSECTS project.

These works may be published in physical and digital form and may be performed or shown at events. Digital materials may be published online and may be shared and promoted through websites and social media network.

The use of these materials would be without payment and UHI and the TRANSECTS project partners would retain copyright of the materials collected and shared.

Your information will be used for the following purposes:

Purpose 1: Creation and publication of research outputs, including artistic works, including your personal data, as part of work to publicise and celebrate the research undertaken	<p>UHI and the TRANSECTS project partners will create and publish research outputs, including artistic works, as part of, and to publicise and celebrate, the TRANSECTS research project.</p> <p>This material may include content generated at events in which you have participated through the TRANSECTS project, and may, with your consent, include your personal data.</p> <p>These research outputs / artistic works will, or may include, (but not be limited to):</p> <ul style="list-style-type: none">• Public exhibitions (online and in museums and galleries)• Story maps• Films / videos• Audio recordings• Creative artworks (e.g. sculpture, collage, drawings, digital works)
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Purpose 2: Sharing and publishing the creative and artistic works	<p>The research outputs / creative and artistic works may be published in physical and digital form and may be performed or shown at events.</p> <p>Digital materials may be published online and may be shared and promoted through websites and social media network.</p> <p>Materials may be used to promote and raise awareness of the TRANSECTS project, and more widely to raise awareness of and engagement with the projects, teaching and research activity of and UHI and the TRANSECTS project partners.</p> <p>Materials may be shared and promoted through:</p> <ul style="list-style-type: none"> • Websites of and UHI and the TRANSECTS project partners • Social media accounts of UHI and the TRANSECTS project partners • Sharing with media or other external organisations
Purpose 3: Contacting you to ask for renewed or additional consent	<p>Contact you for renewed, or additional, written consent if required for additional, or future, use of the material.</p>

Our legal reason for using the data is/are:

You have given consent for the processing.

As you have given consent, you have the right to withdraw your consent. However, please be aware that some of these processing purposes involve the publication of your personal data and it is not always possible to reverse publication once it has occurred, or is in the process of occurring.

For example, if your data is included within published artistic material shared at exhibitions and events, then UHI will not be able to reverse this publication or withdraw your data from the public domain.

Similarly, if your data is published on a website, then other individuals may collect and reuse this data outwith the control of UHI. The above examples are not exhaustive.

With this in mind, please consider the warning above carefully before giving your consent.

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

1 TRANSECTS Research Project

UHI and the TRANSECTS project partners

The Academic Partners of UHI, including UHI Orkney

The material will be promoted through the websites of UHI [Home - UHI](#), the TRANSECTS project partners, and the TRANSECTS project [TRANSECTS Coastal Communities and Energy Transitions](#)

2 Media organisations or other organisations who will use the information for the purposes of promoting or reporting on the TRANSECTS project and UHI.

For example, but not limited to: local or national newspapers, media organisations, radio stations, local or national government or government bodies, tourism bodies.

Many organisations will have a journalistic reason to report on UHI matters. UHI or the TRANSECTS project partners may be asked for comment or to provide materials relating to the college or university, including your data, for research or journalistic purposes, including publication. The data collected may be passed to these organisations for reporting or promotional purposes, including publication.

Other organisations may have a reason to report on, or promote UHI or the TRANSECTS project partners including publication. UHI or the TRANSECTS project partners may pass promotional materials, including your data, to these organisations for their reporting or promotional purposes.

3 Social Media and website hosting companies

In order to publish promotional material, including your data, online UHI and the TRANSECTS project partners use both its website and its social media accounts. UHI and the TRANSECTS project partners use various accounts with various companies to host and publish its promotional material online.

These social media accounts may include, but will not be limited to:

- 1) Facebook ([privacy notice for UK citizens](#))
- 2) Twitter ([privacy notice for UK citizens](#))
- 3) Instagram ([privacy notice for UK citizens](#))
- 4) YouTube ([privacy notice for UK citizens](#))
- 5) LinkedIn ([privacy notice for UK citizens](#))
- 6) TikTok ([privacy notice notice for UK citizens](#))

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

As the data is held as part of the research data record it may be held indefinitely:

All research data (including personal data and recordings) may be held until, at least, the end of the project. It is anticipated that the project will end in 2028.

The personal data within the research data will, or may, be held for longer and will, or may, be archived for future scientific or historical research, re-use, and other archiving purposes in the public interest.

As such, the personal data collected may be held indefinitely by any of the project partners and by any of the repositories with which the research data is lodged.

This retention period is in respect of the personal data processed. Anonymised data may be kept for longer and the retention period does not apply to any materials published as a result of this project – it may not be possible to retract material that has been published.

Other organisations with whom any of the material has been lodged (eg UK Data Service or other archives) may retain the data for a different period. This period may be indefinite where the data is used for archiving, statistical or research purposes.

International data transfer and publication

The UK GDPR restricts the transfer of personal data to countries outside the UK, or international organisations. This restriction is in place because once data is transferred in this way it may not be subject to the UK GDPR and you will lose the ordinary UK GDPR protections (protections and rights) for your data once it has been transferred. Once the data has been transferred it may be subject to other local data protection laws in the receiving country – or no data protection law at all if no such law exists in the receiving country.

It is, therefore, very important for you to be informed that your data will be transferred in this way and important that you read and understand the information provided to make sure you are making a fully informed choice when deciding whether or not to consent to the proposed international data transfer.

UHI propose to share your data with some services abroad, such as social media platforms, and to publish your data in other ways. Once data has been published in the public domain it is very difficult, and often impossible, to retract and/or contain.

International data transfer - The proposed international transfer.

UHI plans to:

1. Share your data with companies based outwith the UK for the purposes of publishing your data online (UHI and TRANSECTS project partners websites and social media platforms)
2. Publish your data online where it can be accessed from any other country in the world
3. Publish your data in hard copy, noting that these publications can be transferred to any other country or otherwise reproduced and transferred to any other country.
4. Share your data with organisations that may be established outwith the UK or rely on services based outwith the UK and who may publish you data online or in hard copy.

This international transfer takes place subject to the following exceptions or safeguard being in place to allow the international transfer:

You have given explicit consent for the international transfer.

International data transfer - The identity of the receiver, or the categories of receiver & the country or countries to which the data is to be transferred.

The ICO explains that putting personal data on to a website will often result in a restricted transfer. The restricted transfer takes place when someone outside the UK accesses that personal data via the website. In addition, UHI will be deliberately making international transfers by transferring your data to companies outwith the UK such as social media platforms (see the 'Your data will, or may, be shared with the following recipients or categories of recipient' section of this privacy notice for a full list of potential recipients, noting that some or all of these may publish your data themselves).

The data will be made available on a public-facing websites and published in hard-copy materials meaning any individual, in any country or territory in the world, will be able to access the data.

This means that you and UHI will not know who has accessed your data on the website.

Why are UHI planning to make the transfer?

The purpose of the international transfer is:

The promotion of, and reporting on, UHI and their partner organisations (those partner organisations being listed in the 'Purposes' and 'sharing' sections of this notice).

The purposes are set out fully in the 'This privacy statement relates to the following process' and 'Your information will be used for the following purposes' sections of this privacy notice.

UHI is choosing to meet this purpose in a way that require international transfers as the world now primarily relies on the internet and, in many cases, social media platforms for communicating and promoting goods and services. UHI has strong evidence that potential students choose to seek information about studying and undertaking research through online and social media sources.

International data transfer - The type of data to be transferred:

The personal data to be transferred will be: The data that is collected (a combination of photographs, video material, audio material, comments and quotations, in the form of generated artwork), this may include your name and details of your group or organisation. The data may include verbatim or summarised quotes from your submissions – attributed directly to you, or not. It may include use of your images (still or moving) or audio. Your personal data may be manipulated, edited, or otherwise altered for any editorial, artistic, or research reasons and you will not be consulted on, or informed of, the use of the information beyond this notice.

International data transfer - Your right to withdraw consent and how this may be limited once your data has been transferred:

The transfer will only take place with your explicit consent (given in the explicit consent tick box on the relevant consent form provided with this notice). You have the right to withdraw your consent at any time and UHI will stop using the data collected for this purpose. However, please be aware that some of these processing purposes involve publishing your personal data and it is not always possible to reverse publication once it has, or is in the process of, occurring.

For example, if your data is printed in a published prospectus, then UHI will not be able to reverse this publication or withdraw your data from the public domain. Similarly, if your data is published on a website, then other individuals may collect and reuse this data outwith the control of UHI. The above examples are not exhaustive.

To withdraw your consent for use by UHI please email: studyarchaeology@uhi.ac.uk

To withdraw your consent for use by the other project partners please email:

studyarchaeology@uhi.ac.uk and you will be directed to the then-appropriate contact at the other organisations.

Please note that if your data has been accessed by parties in third countries not covered by the UK GDPR you may not be able to exercise the same rights associated with consent under the UK GDPR against those third parties – including withdrawing consent for processing.

International data transfer - The possible risks involved in making a transfer to a country which does not provide adequate protection for personal data:

The UK GDPR restricts the transfer of personal data to countries outside the UK, or to certain international organisations. This restriction is in place because once data is transferred in this way it will not be subject to the UK GDPR and you will lose the ordinary UK GDPR protections (protections and rights) for your data once it has been transferred. Once the data has been transferred it may be subject to other local data protection laws in the receiving country – or no data protection law at all if no such law exists in the receiving country.

Your data will be transferred to: Your data will be transferred to, at least the USA and may be transferred to or accessed from any other country in the world (as it will have been published online).

There is a risk with international transfers of this type that you will lose control of your data if it is accessed by a party to whom the UK GDPR does not apply.

This is because you will not be able to exercise your ordinary UK GDPR rights against that party, there may be no supervisory authority to appeal to, and there may be no other local data protection or privacy law on which you can rely to exercise any control over your data held by the third party. You may not be able to control who uses your data, for what purpose, with whom they share it, limit any use of the data, and you may not be informed at all that third parties are using your data.

Your data may be accessed by third parties in countries with no data protection laws and these parties may use your data in a way that would be unlawful under the UK GDPR, but which are lawful in their own country. In such circumstances you would likely have limited, or no, ability to stop or influence that processing.

There are risks involved with international transfers and you should only consent if you have read and understand the above and still wish to proceed.

International data transfer – Limits on rights due international transfers:

Your ability to exercise your rights once an international transfer has taken place may be limited. If your data is transferred to a country without the UK GDPR or other similar laws and protections you may not be able exercise these, or any other, data protection rights in respect of the transferred data. Your rights under the UK GDPR are included in this privacy notice.

The following rights are the UK GDPR 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. In this case please be aware of the consent warning in the 'Our legal reason for using the data is/are' section and consent warning in the 'International data transfer and publication' section.
- 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.