



## **Privacy Notice – filming, photographic, sound recording and text release**

**The Data Controller of the information being collected is: 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](mailto:dataprotectionofficer@uhi.ac.uk)**

**This privacy statement relates to the following process:**

Use of personal data supplied by individuals for our filming, photographic, sound recording and text release form.

**We will use your information to:**

- Ensure that we have your written consent to use film, photo, sound recording and text that we have created featuring you or that you have provided
- Contact you to update us on your student journey (if applicable)
- Contact you for renewed written consent within the 5-year period if we wish to continue to use film, photo, sound recording and text that we have created featuring you or that you have provided.

**The legal basis on which we use your personal data is consent.**

We may disclose your personal data to one of our partners, or external media organisations to allow for the promotion of UHI.

### **Special category (sensitive) data**

We do not collect sensitive data.

### **Data retention**

Your personal data will be retained after the completion of your signed filming, photographic, sound recording and text release form for no longer than 5 years, unless within that 5 year period we gain your permission to hold and use the images for longer.



## **Your rights and preferences**

### **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.**