

Contact details

The Data Controller of the information being collected is UHI North, West and Hebrides (UHI NWH), Ormlie Road, Thurso, Caithness, KW14 7EE. For any queries or concerns about how your personal data is being processed you can contact the Data Protection Officer at dpo.nwh@uhi.ac.uk

This privacy statement relates to the following process

When UHI NWH use Mailchimp to: send you marketing emails, manage marketing email subscriber lists, and track your interaction with marketing emails.

Processing purposes

Purpose 1: Send you marketing emails relating to UHI NWH and the UHI Partnership

Purpose 2: Track details of your interaction with emails – to understand engagement and improve marketing operations, including email content

UHI NWH monitors how subscribers interact with marketing emails to measure engagement and improve the relevance and effectiveness of its communications. This may include analysing information about email opens and link clicks to build a profile of subscribers' interests and preferences. UHI NWH may use this information to personalise the marketing communications that subscribers receive, including the content, timing and frequency of emails. Please note that this profiling does not produce legal effects or similarly significant effects for individuals.

What info is collected as part of tracking?

UHI NWH will harvest the following for every individual subscriber:

- Email Address: Who interacted with the email.
- IP Address: Used to estimate their approximate location (City/Country).
- Timestamp: The exact date and time of every "Open" or "Click."
- Device Info: Whether they used a mobile or desktop.
- Email Client: The software used (e.g., Outlook, Gmail, Apple Mail).
- Specific Link: For clicks, it records exactly which URL was chosen.

Purpose 3: Administer removal from marketing list

UHI NWH processes personal data to maintain accurate mailing lists by removing individuals who unsubscribe and deleting subscriber information in accordance with the organisation's retention schedule. Subscribers will normally be removed from the mailing list ten years after subscribing unless they either: request an extension; or choose to unsubscribe sooner.

Purpose 4: Invite mailing list members to extend their membership on the mailing list

When you approach ten years on the mailing list UHI NWH may write to you to ask if you wish to remain on the mailing list. If you do not reply you will be removed from the mailing list.

Our legal reason for using the data

You have given us your **consent** by proactively providing your email address. You can withdraw your consent at any time by clicking the 'unsubscribe' button that appears at the bottom of any marketing email that you receive from us or by emailing marketing.nwh@uhi.ac.uk

Sharing data with third parties

Your personal data will be shared with **Mailchimp**, UHI NWH's email marketing service provider. This includes:

- Your name and email address (when you subscribe to a mailing list)
- Information about your interactions with marketing emails, such as whether emails are opened and links are clicked.

International transfer

As Mailchimp may process or store personal data outside the UK and EEA, including to the USA, appropriate safeguards will be in place to protect your information, such as approved Standard Contractual Clauses or an applicable adequacy decision.

Data retention

Your personal data will be retained until the earlier of:

- Ten years after the end of the academic year in which you subscribed to the mailing list, unless you request that your subscription be extended for a further ten years; or
- The end of the month in which you unsubscribe from the mailing list.

Rights of data subjects

- The right to withdraw consent at any time
- 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 request erasure (deletion) of your personal data
- The right to data portability

If you have a complaint regarding the handling of your personal data, please contact the College DPO in the first instance to discuss at dpo.nwh@uhi.ac.uk. If you remain dissatisfied with our response, you also have the right to [lodge a complaint](#) with the Information Commissioner's Office about our handling of your data.