

Contact details:

The Data Controller of the information being collected is UHI North, West and Hebrides, 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 notice relates to the following processing:

Arrangements to take, store and display photographs and videos of participants in the BHVAP Project for evaluation purposes, and for promotional and marketing purposes. If you agree to appear in images or video material by signing the *BHVAP Photo and Video Consent Form*, your name, signature and email address will be collected as part of the consent recording process.

Your information will be used for the following purposes:

Purpose 1: Project Evaluation	Photographs and video material will be incorporated into the final evaluation report for the project, and project film reflecting the experience and learning outcomes from the project. Project evaluation materials are shared with funders. This may include: • Sharing material from events and activities on local websites and social media platforms • Sharing photographs from user engagement in project activity in social media, on the College website, or in news releases • Using images in advertising or promotional materials such as leaflets, brochures, posters and banners • Producing and sharing promotional films and videos
Purpose 2: Promotion and Marketing	Photographs and video material will be used to raise awareness of and interest in the work of the project and its wider engagement aims. This may include: • Sharing material from events and activities on local websites and social media platforms • Sharing photographs from user engagement in project activity in social media, on the College website, or in news releases • Using images in advertising or promotional materials such as leaflets, brochures, posters and banners • Producing and sharing promotional films and videos

Purpose 3: Sharing materials with funders	If you provide consent on the <i>BHVAP Photo and Video Consent Form</i> , UHI NWH will share photographs and video materials with the project funders. Project funders may use materials for their own promotional and marketing purposes; further details can be found in funders privacy notices.
Purpose 4: Consent management	A copy of your signed consent form, along with photos or video materials of you will be held on file to allow easy re-identification and withdrawal of your images held by UHI NWH should you request this action. You can make this request at any time by emailing outerhebridesunearthed.nwh@uhi.ac.uk We may also contact you for renewed written consent within the 5-year period if we wish to continue to use filmed or photographic materials that we have created featuring you.

Lawful basis:

Our lawful basis for processing your personal data is your **explicit consent**, which you proactively provided by checking the relevant box on the consent form, and signing. You can withdraw your consent at any time by emailing outerhebridesunearthed.nwh@uhi.ac.uk

However, please be aware that although the College may delete or no longer use any copies that it holds of your image, published materials already in the public domain are outwith the control of the College and cannot be recalled or deleted; this includes the sharing, collection or reuse of online images or videos by other individuals. These examples are not exhaustive. **Please consider the warning above carefully before giving your consent.**

Data Sharing:

The final evaluation report and project film will be made available to the main project funders, as will images and video materials which may be used by the funders for their own marketing and promotional purposes. If you consented to this, you may appear in the project film. For more information regarding how your personal data will be handled by project funders, please contact their respective data protection officers:

- Highlands and Islands Enterprise dataprotectionofficer@hient.co.uk
- Historic Environment Scotland dataprotection@hes.scot
- The National Lottery Heritage Fund Fair.Processing@heritagefund.org.uk
- the SSSEN Regional Community Benefit Fund GroupDPO@sse.com
- Comhairle nan Eilean Siar dataprotection@cne-siar.gov.uk

International transfer of data: Digital media may potentially be viewed online by any member of the public worldwide; some overseas countries may not provide the same level of protection to the rights of individuals as UK legislation provides, such as the United States.

The transfer will only take place with your **explicit consent** (collected in the explicit consent tick box of the consent form provided with this notice). You have the right to withdraw your consent at any time, and the College will remove images of you from its media channels. However, please be aware that once your data is published online, other individuals may collect and reuse this data outside of the control of the College.

To withdraw your consent please email outerhebridesuneearthed.nwh@uhi.ac.uk

Your data will be retained until:

UHI NWH will retain your data for up to five years, after which it will be archived for historical record purposes. Archived data may be shared with an archivist within the UHI partnership or with an external archivist for historical preservation.

Where UHI NWH wishes to continue using photographic or filmed content of you in promotional and marketing materials beyond the initial five-year period, it may contact you to seek renewed consent for a further five years.

The following rights are 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.