

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:

how we use limited technical information when you use our augmented reality app to view and interact with digital archaeological content at sites in Barra and Harris.

Personal data collected and purposes of processing

We've designed this app to respect your privacy and collect as little information as possible. You don't need to create an account, and we don't collect information that directly identifies you.

When you use the app, a small amount of technical information may be used to keep things running smoothly and securely. This includes:

- your IP address (used briefly to keep the service secure and running properly)
- short session information (to help the app function while you're using it)
- basic, anonymised usage information (for example, how long people use the app or which features are most popular)

Any usage information is grouped together and anonymised, so **it cannot be used to identify you.**

Lawful basis for processing is:

- Article 6(1)(e) – **public task:** We use limited technical information to provide and maintain the app as part of our public work in education and cultural engagement.
- Article 6(1)(f) – **legitimate interests:** We also use some information to keep the app secure and running smoothly, and to help us understand how it is used so we can improve it.

Data Sharing

To provide and maintain the app, we work with a specialist app developer (Peel X) and a secure UK-based hosting provider. They only handle limited technical information on our behalf and cannot use it for their own purposes.

Anonymised, aggregated information may be shared with project funders as part of project evaluation. This information is summarised and does not identify individuals.

Your information is not used for marketing purposes, and we do not sell your data.

International transfer of data

Your information is kept within the UK. If this ever needed to change, we would ensure appropriate safeguards are in place to protect it.

Your data will be retained until:

We only keep information for as long as it is needed to run and improve the app.

- Technical data such as IP addresses is used briefly to keep the app secure and working properly, and is not kept longer than necessary.
- Usage information is anonymised and grouped together, so it does not identify individuals, and may be kept to help us improve the app over time.

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 request erasure (deletion) of your personal data
- The right to object

Because the application does not hold identifiable user data, we may not be able to identify you in order to fulfil certain requests.

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.