

The Data Controller of the information being collected is UHI North, West and Hebrides College, Ormlie Road, Thurso, Caithness, KW14 7EE Phone: 01847 889000. 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](mailto:dpo.nwh@uhi.ac.uk)

You can request that your data is no longer used for the purposes i.e. deleted, by emailing [business.nwh@uhi.ac.uk](mailto:business.nwh@uhi.ac.uk)

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

- UHI North, West and Hebrides (UHI NWH) academic and commercial product development – managing the engagement process contributing to the development of UHI NWH academic and commercial courses, and academic and commercial products (including consultancy), including the storage of personal data our Customer Relationship Management system.
- UHI NWH administration of commercial course bookings using Eventbrite online platform.

**Your information will be used for the following purposes:**

<p><b>Purpose 1: Development of academic and commercial courses</b></p>	<p>UHI NWH aims to contribute to the academic, cultural, and economic prosperity of Scotland and the UK. To contribute effectively we seek to develop academic and commercial courses that meet the needs of the students, businesses, organisations and the public.</p> <p>To this end, UHI NWH undertakes programmes of engagement with local, regional and national businesses, organisations, experts and agencies to understand their current, and projected, skills and expertise needs so that academic and commercial courses can be planned to meet those needs.</p> <p>The professional contact details (personal information) of individuals within those organisations will be held by UHI NWH in our Customer Relationship Management (CRM) system. Use of the CRM allows us to manage and co-ordinate engagement activity; for example, the CRM approach allows arrangements for one communication to be sent to a national organisation, rather than thirteen communications (one per university/college).</p> <p>Processing for this purpose will not extend to direct marketing.</p>
---	---

<p><b>Purpose 2: Development of academic and commercial products</b></p>	<p>The UHI NWH contributes to economic and cultural development locally, regionally and nationally by making its academic expertise available to businesses, organisations and individuals.</p> <p>To this end, UHI NWH undertakes programmes of engagement with local, regional and national businesses, organisations, experts and agencies to understand their current, and projected, knowledge and expertise needs to allow us to plan the profile and depth of our academic departments, research capabilities and expertise to meet the needs of its clients and society. This engagement includes direct market research activity.</p> <p>The professional contact details (personal information) of individuals within those organisations will be held by UHI NWH in our Customer Relationship Management (CRM) system. Use of the CRM allows us to manage and co-ordinate engagement activity; for example, the CRM approach allows arrangements for one communication to be sent to a national organisation, rather than thirteen communications (one per university/college).</p> <p>Processing for this purpose will not extend to direct marketing.</p>
<p><b>Purpose 3: commercial booking process</b></p>	<p>UHI NWH uses EventBrite as a booking facility and to process payment for our commercial courses. This will include processing your business contact data so that we can contact you with access information, location and other relevant course details, including your invitation to enroll at UHI NWH. Please visit our <a href="#">FE Enrolment privacy notice</a> for further details.</p>

**Our legal reasons for using the data are:**

**To achieve the following purposes:** Purpose 1: Development of UHI’s academic programmes.  
Purpose 2: Development of UHI’s academic products.

**Our legal reason to use the data is:** Use is necessary for the purposes of legitimate interests pursued by the UHI NWH. The legitimate interest being UHI NWH’s interest in designing courses of academic and commercial study, and academic and commercial consulting products that contribute to the academic, cultural, and economic prosperity of Scotland and the UK. The personal data collected by UHI NWH will be used for the benefit of helping us identify the external demands and trends for educational and commercial products, in order that we can develop a curriculum and knowledge and research products that support and reflects the requirements of external organisations. The legitimate interest processing includes engaging with contacts, storing their details and undertaking market research activity – but not direct marketing.

**To achieve the following purposes:** Purpose 3: Commercial booking process

**Our legal reason to use the data is:** Use is necessary for the performance of a contract with you or to take steps, at your request, before entering into such a contract. That contract being between the UHI NWH and businesses, organisations and other parties to provide commercial educational and other products and/or services and to complete a sales transaction in relation to the same.

**Part 2: Your data will, or may, be shared with the following recipients or categories of recipient:**

- **IT system processors**, such as MS 365.
- **UHI Partnership colleges and research institutions** may have access to your data, the partnership comprises:
  - UHI Argyll
  - UHI Highland Theological College
  - UHI Inverness
  - UHI Moray
  - UHI Orkney
  - UHI Perth
  - Sabhal Mor Ostaig
  - Scottish Associated of Marine Science (SAMS)
  - UHI Shetland
  - University of the Highlands and Islands (UHI)
- **EventBrite UK** – to collect your registration information to attend one of our commercial courses. Please click the [EventBrite Privacy Notice](#), for details of how EventBrite will process your personal data.

**Transfer outside the UK**

EventBrite is a US-based data processor. The transfer of your personal data outside the UK is necessary to provide you with an online commercial course booking service. Any data sharing is carried out securely in compliance with the UK GDPR principles.

**Retention**

Your data will be retained in accordance with the [UHI NWH Records Retention and Disposal Policy](#), which follows the UHI Retention and Disposal Policy.

**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

**Complaints**

You have the right to [complain to the Information Commissioner's Office](#) if you are unhappy with our treatment of your personal data. While you are waiting for a response from the regulator, you are also welcome to [write to our Data Protection Officer](#) with details of your complaint, and every effort will be made to provide you with a timely resolution.