

## Privacy Notice – signing up for UHI international marketing list (students)

The Data Controller of the information being collected is

This is your institution, enter the relevant name and contact details, for example: The University of the Highlands and Islands (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:

Signing up for UHI’s course marketing list

Your information will be used for the following purposes:

Purpose 1: Potential students signing up for the mailing list	You will be sent marketing emails from UHI about: <ol style="list-style-type: none"><li>1) The course area in which you have expressed an interest</li><li>2) Invitations to UHI recruitment and information events</li><li>3) Information about applying to UHI, including reminders of application deadlines.</li><li>4) General marketing information about UHI and its news and activities</li></ol> <p>These communications may be tailored to you based on your location (and proximity to UHI agents), preferred course area, preferred mode of study, preferred start date, the nature of the event at which your data was collected.</p>
Purpose 2: Data analysis	UHI will anonymise the information you have provided and conduct analysis on the anonymised data. This applies to the anonymisation process only. No personal data is used by UHI in its data analysis. UHI uses anonymised figures about enquiry numbers, enquirer characteristics and location to help improve its services, curriculum, marketing, and communications.

### Lawful basis for processing

UHI’s lawful basis(es) for processing your personal data is/are:

Purpose 1: Potential students signing up for the mailing list	You have given <b>consent</b> to the processing
Purpose 2: Data analysis	<p>The processing is undertaken under the <b>legitimate interest</b> of: The University of the Highlands and Islands and its academic partners.</p> <p>That legitimate interest being: Anonymising the data allows UHI to conduct important analysis that assists it in meeting its educational, financial and student services objectives. The anonymisation will allow such analysis to take place with unnecessary personal data.</p>

## Sharing data with third parties outwith your organisation

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

## Data retention

Your data will be retained for the following length of time:

Purpose 1: Potential students signing up for the mailing list	<p>If you have selected that you would like to begin your studies in September 2023, your personal data will be held until the end of the 2023/ 24 academic year, and will then be deleted. You will then stop receiving these marketing messages.</p> <p>If you have selected that you would like to begin your studies in September 2024, your personal data will be held until the end of the 2024/ 25 academic year, and will then be deleted. You will then stop receiving these marketing messages.</p> <p>If you have selected that you would like to begin your studies further in the future, your personal data will be held for three years from the end of the academic year in which you signed up, and will then be deleted (For example, signing up in February 2023 would see your data held until the end of the 2025/26 academic year). You will then stop receiving these marketing messages.</p>
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## Rights of data subjects

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.