

Privacy Notice – Community, Resistance and Resilience: Celebrating 50 Years of *The Making of the Crofting Community* (in person event)

The Data Controller of the information being collected is: The University of the Highlands and Islands (UHI), Executive Office, 12b Ness Walk, Inverness IV3 5SQ. Phone: 01463 279000. The data collected may be used by UHI or any of the [UHI partner colleges](#) for the purposes listed in this notice.

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

This privacy statement relates to the following process:

Arrangements for physical (in person) event involving speakers, guests, students, and members of the public.

Your information will be used for the following purposes:

Purpose 1: Event registration and delivery	We will collect the data we need to register you for the event, provide you with tickets and access to the event. We will communicate any updates or changes to the event and may send you reminders.
Purpose 2: Security and Health and safety	We may be required to populate an event delegate list for the venue’s safety purposes and risk assessment under the Fire (Scotland) Act 2005 part III. We may need to process your data for Health and Safety purposes depending on the nature and venue of an event.
Purpose 3: Recording and publication of events	<p>We may record the event, or part of the event, and make it available to the public by publishing it on the UHI website or other online video hosting platforms (such as YouTube).</p> <p>Please read the international transfer section for more information about publication of recordings.</p> <p><u>Physical Events:</u> We will, where this is possible, provide options for guests and members of the audience to avoid being recorded, and to be able to ask questions without being recorded.</p> <p>This may not always be possible depending on the nature of the event. The arrangements will be explained in advance and on the day and as far as possible event organisers will accommodate your preferences.</p> <p>In this case, it is intended that only the speaker and host at one of the sessions Prof Jim Hunter in conversation with Dr Elizabeth Ritchie.</p>
Purpose 4: Marketing	<p>We may seek your consent to send you marketing emails about events offered by UHI, and UHI’s Advancement and Alumni Engagement Department emails. To unsubscribe from the events emails please email: events@uhi.ac.uk</p> <p>To unsubscribe from UHI’s Advancement and Alumni Engagement emails, please use the ‘unsubscribe’ link in the emails or contact advancement@uhi.ac.uk.</p>

Purpose 5: Reasonable adjustments	Collecting data so we can make reasonable adjustments for you to access and enjoy the events – for example, reasonable adjustments for physical access issues; to allow you to access and enjoy the events.
Purpose 6: Event feedback	We may contact you by email to ask for event feedback. If you do not wish to receive the event feedback survey please email the event organiser: Historyhelp@uhi.ac.uk .
Purpose 7: Event payment processing	Some event tickets are paid for, and your data is processed to make that payment. All payments are processed by UHI's event booking system - Eventbrite.
Purpose 8: Accommodation requirements	Administration of room booking for speakers who require overnight accommodation at the site.
Purpose 9: Photography	<p>Photographs may be taken of an event including speakers and attendees by the university partnership's elected photographers and press photographers. These crowd shots may include images of event guests.</p> <p>Photographs may be used by the university and its academic partners for marketing purposes including the publication of the images on the institution's website, social media channels, printed publicity material, and any other such marketing and promotion uses.</p>

Our legal reason for using the data is/are:

Purpose 1: Event registration and delivery	<p>Consent for free events. If you sign up for a free event, then our basis for processing your data is 'consent' as you have consented by booking a ticket.</p> <p>Contract for paid events. If you sign up for a paid-for event, then our basis for processing your data is 'contract' as the processing is necessary for the purposes of a contract – that being delivering the event to you.</p>
Purpose 2: Security and health and safety	<p>Legal obligation Where the university is required to process personal data for security purposes it will do so as it has a legal obligation to do this, or where the processing is directly requested by the Police.</p> <p>The university may also process personal data where required for health and safety purposes set out in law.</p>
Purpose 3: Recording and publication of events	<p>Legitimate interests UHI considers the processing to be necessary for the purposes of its legitimate interests, those being explained further in the 'legitimate interests' section of this privacy notice.</p>

<p>Purpose 4: Marketing</p>	<p>Consent If you consent, we will add you to our events marketing email list and send you Development and Alumni Engagement Department marketing emails. We may contact you within three years to check that you want to stay on the mailing list. If you do not reply to say you do, then we will remove you from the list.</p>
<p>Purpose 5: Reasonable adjustments</p>	<p>Legal obligation / Public task UHI has a legal obligation under the Equality Act to, so far as possible, make events accessible to all. UHI may need to process data relating to your accessibility needs to make any reasonable adjustments to provide you with access to the event and a good experience.</p>
<p>Purpose 6: Event feedback</p>	<p>Legitimate interests UHI considers the processing to be necessary for the purposes of its legitimate interests, those being explained further in the 'legitimate interests' section of this privacy notice. If you do not wish to receive the event feedback survey, please email the event organiser at the email address advertised in the university webpage for the event / Eventbrite 'contact the organiser' option.</p>
<p>Purpose 7: Event payment processing</p>	<p>Contract for ticket purchases If you sign up for a paid-for event, then our basis for processing your data is 'contract' as the processing is necessary for the purposes of a contract – that being delivering the event to you.</p> <p>Legal obligation In addition to the initial payment processing UHI may be required to keep some of your personal data for accounting and audit purposes as required by relevant laws.</p>
<p>Purpose 8: Accommodation requirements</p>	<p>Legitimate interests UHI considers the processing to be necessary for the purposes of its legitimate interests, those being explained further in the 'legitimate interests' section of this privacy notice.</p>
<p>Purpose 9: Photography at physical events</p>	<p>Legitimate interests UHI considers the processing to be necessary for the purposes of its legitimate interests, those being explained further in the 'legitimate interests' section of this privacy notice.</p>

The legitimate interest(s) of the controller or third party is/are:

Purpose 3: Recording and publication of events

The processing is undertaken under the legitimate interest of: The University of the Highlands and Islands. Summary of legitimate interest: There are a number of benefits to recording events which include:

- Sharing an event to the wider public that may not be able to attend the event in person
- Enabling the university to educate and to disseminate information and research knowledge to the general public and within the university
- Raising the profile of the organisation to the general public
- Publicising any research being carried out within the university to the wider academic community and to the public
- Recording and sharing these events also contributes to a culture of learning and research within the university and engages with students, potential and existing and the public in general

Purpose 6: Event feedback

The processing is undertaken under the legitimate interest of: The University of the Highlands and Islands. Summary of legitimate interest: There are a number of benefits to gathering event feedback which include:

Delivering interesting and inspiring events helps the university inform, educate, enhance its worldwide reputation and engage with its wider audience. I

Gathering event attendees views, comments and feedback helps us to:

- widen the range of events
- make events more relevant to the audience
- improves technical issues and access to events
- raises the profile of the university and its departments and research areas to the public
- enhances the registrants' experience

Purpose 8: Accommodation requirements

The University has a legitimate interest in making arrangements for overnight accommodation at the conference including:

- Supporting effective use of resources and keeping participant costs to a minimum
- Providing an option for attendees to express preferences for room sharing (accommodation is in twin rooms)
- Contributing to the sustainability of the event

Purpose 9: Photography at physical events

The processing is undertaken under the legitimate interest of: The University of the Highlands and Islands. Summary of legitimate interest: There are a number of benefits to taking photographs at which include:

- marking and celebrating an event, for example in the case of an inaugural professorial lecture

- raising the profile of the university and its departments and research areas and to the public
- marketing and encouraging attendance to future university events
- creating materials for teaching students

The data being used may include special category (sensitive) data if you choose to provide that to us. We may collect your health data or data indicative of your health (dietary requirements or access requirements) to make any reasonable adjustments we can to provide access and to, and improved comfort and experience at our events.

We may ask for dietary requirements, access considerations, or other reasonable adjustments that may assist you with accessing and enjoying the event to ensure we can provide the attendee with the best event experience possible.

We may ask you to provide access considerations (and where necessary relevant health data) to make any reasonable adjustments we can to provide access and to, and improved comfort and experience at, our events. You are not obliged to provide this data, but it may help us accommodate you and enhance your experience. We may also collect data about your health if it is pertinent to the health and safety of you or others attending the event.

Our lawful basis for processing your data is that processing is undertaken for a matter of substantial public interest. That interest being that the processing is required under an enactment in the public interest – our legal obligation to make reasonable adjustments to afford access to guests at our events under the Equality Act.

In order to achieve this we may have to share the data you provide with our venue partners, artists/speakers or caterers, and only where provision of the data is necessary for the legal aim.

If you were to withhold the personal information we require for this process, the consequences would be:

Purpose 1: You would not be able to register for and take part in the event

Purpose 2: If UHI is legally required to collect and process personal data for security or health and safety reasons and you do not provide the required data, UHI may not be able to accommodate you at the event and you may not be able to attend.

Purpose 4: You would not receive marketing information

Purpose 5: We would not be able to make reasonable adjustments

Purpose 7: We would not be able to process your payment, and you would not be able to attend the event

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

<p>Purpose 1: Event registration and delivery</p>	<p>The university may use the services of Eventbrite as a data processor to assist us with the registration of individuals for our event.</p> <p>This is a third-party service that is not owned or managed by the University of the Highlands and Islands. If you have registered for a university Eventbrite event your personal data will be processed by Eventbrite on UHI's behalf.</p> <p>This privacy notice refers to the way the University of the Highlands and Islands will process your information (itself and within the Eventbrite system). We recommend that you review Eventbrite's terms and conditions before using the Eventbrite website to book for a UHI event.</p> <p>https://www.eventbrite.co.uk/</p>
<p>Purpose 2: Security and health and safety</p>	<p>If UHI has to make arrangements for VIP security, as required by law, then UHI will share your data with the police or other statutory authority undertaking the security arrangements.</p> <p>Where required for health and safety purposes, you data may be shared with other organisations or individuals, for example; event staff, event venue.</p>
<p>Purpose 3: Recording and publication of events</p>	<p>Recordings of events will be published online. The event video may be published, at least, on the YouTube website (UHI's YouTube channel). UHI may publish the recording in other locations online.</p>
<p>Purpose 4: Marketing</p>	<p>Your data will not be shared with any other organisation for this purpose.</p>
<p>Purpose 5: Reasonable adjustments</p>	<p>Your data may be shared with UHI's equality team, the event venue, and relevant members of event staff.</p>
<p>Purpose 6: Event feedback</p>	<p>Your data will not be shared with any other organisation for this purpose.</p>
<p>Purpose 7: Event payment processing</p>	<p>Eventbrite process the payment on UHI's behalf. Details of your payment will be shared with UHI's finance department for their records.</p>
<p>Purpose 8: Accommodation requirements</p>	<p>Your data may be shared with the accommodation provider for this purpose.</p>

Purpose 9: Photography at physical events	<p>The university and its partner colleges may have an internal or external photographer taking photos at an event on their behalf. The external photographers act on behalf of the institution and will process the images for the institution. Photographs will be held in the university's image library and maybe used on the institution's website, social media channels, printed publicity material, and any other such marketing and promotion uses.</p> <p>Recordings of events will be published online. The event video may be published, at least, on the YouTube website (UHI's YouTube channel). UHI may publish the recording in other locations online.</p>
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Your data will be retained for the following length of time:

Purpose 1: Event registration and delivery	<p>Your data will be held in the UHI's Eventbrite area for up to four months. UHI will delete your data from the attendee list within four months of the event taking place.</p> <p>Please note that if you have an Eventbrite account, Eventbrite will hold data about you for its own purposes in keeping with their own terms of service for your Eventbrite account.</p>
Purpose 2: Security and Health and safety	<p>UHI will delete this data within one month of the event taking place unless the Police directly requires us to hold it for longer.</p>
Purpose 3: Recording and publication of events	<p>The recording will be kept by UHI until it considers the recording is no longer of promotional, academic, historical, or cultural relevance or benefit. The recording may be archived by UHI at this point or before.</p> <p>Online: UHI will not delete the video from the location(s) to which it posts the videos unless it considers that the recording is no longer of promotional, academic, historical, or cultural relevance or benefit.</p>
Purpose 4: Marketing	<p>Three years from the end of the academic year (July) in which you gave consent for the marketing emails. UHI may contact you near the end of this period to ask if you would like to continue to receive these emails for longer.</p>
Purpose 5: Reasonable adjustments	<p>Your data will be deleted within one month of the event taking place.</p>

Purpose 6: Event feedback	Your data will be held in the UHI's secure Sharepoint area for up to three years. We will not contact you for event feedback any later than six months after the event.
Purpose 7: Event payment processing	A basic record of your payment will be kept in the finance department's records for audit and compliance purposes for the following period: End of financial year in which the payment is made, plus six years.
Purpose 9: Photography at physical events	Visual images may be held and processed in both printed and electronic format and will be used for no longer than five years from the date they are taken and deleted or transferred to the University's archive.

This process involves your data being sent outside of the UK or is subject to a restricted transfer (transfer outside the control of the UK UK GDPR/GDPR). The following safeguard is in place for this restricted transfer:

Purpose 1: Event Registration: When we process your registration for events (and any payments) we do this using Eventbrite, who process data on our behalf. Eventbrite is an international organisation, and it may process your data outwith the UK and EEA. This process involves your data being sent outside of the UK or is subject to a restricted transfer (transfer outside the control of the UK UK GDPR/GDPR). The international transfer takes place on the following basis: The transfer is made subject to EU Standard Contractual Clauses with Eventbrite.

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. If you do not wish to receive the event feedback survey please email the event organiser at the email address advertised in the university webpage for the event / Eventbrite 'contact the organiser' option.
- 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.