

Direct Marketing Privacy Statement – Moray College UHI

When we use personal data to send direct marketing communications, the security of that data and the consent you provide is important. This privacy notice provides you with guidance about who we are, how we store and use your data, your rights as a data subject and who to contact if you have any concerns.

1. About Moray College UHI

Moray College and the University of the Highlands and Islands (UHI), The University of the Highlands and Islands Development Trust and Academic Partners are registered with the Information Commissioner's Office (ICO) as required by the Data Protection Act and General Data Regulation. The personal data that you supply is held and processed by Moray College and UHI and/or the academic partner(s) which constitute the University of the Highlands and Islands (UHI), as laid out in the requirements of the Further and Higher Education Act 1992.

The College is registered as a data controller with the ICO, registration number **Z4664882**.

2. Why We Collect Data About You

We hold your contact details in order that we can let you know about course promotions and other events and activities in College which are considered to be relevant to you or your organisation.

3. Sharing Your Data

We will not share your information with 3rd parties outside of UHI.

If the College contacts you by email, then the data may be stored within servers operated by Microsoft (part of our Microsoft Office 365 Service) within the EEA. The data is administered by staff employed by the UHI Partnership.

Our servers are hosted locally and other UHI partner sites, all covered within a Partnership Information Security Policy Framework.

4. How Long We Retain Your Data

Your contact details are held in line with departmental records management policies. You can however opt out at any time to have these details removed – see section 7 below.

5. Your Data Rights

The General Data Protection Regulation gives you more control and rights about how your data is used. You have rights to:

- Request access to your personal data.
- Request corrections to your data if it's not accurate.
- Have your data erased from our marketing database.
- Object to the College processing your data or to ask the College to stop processing your data
- Withdraw consent for processing.
- Complain to the Information Commissioner's Office.
- Be told when your data is involved in any breach.
- Know whether your data is collected to satisfy a statutory or contractual requirement and the consequences of you not providing personal data.

- Be told whether your data is used for automated decision making.
- Be told if processing beyond the original purpose of the collection of your data is to be carried out.

We do not carry out any automated decision making in the processing of our marketing data.

6. Data Protection, Security and Advice

The College takes security of information seriously and has in place a range of mechanisms and policies in place to protect your data.

If you have any concerns about how the College is using your data, then please contact the college Data Protection Officer by email at dataprotectionofficer@uhi.ac.uk.

Should you be unsatisfied or you believe that your data is not being processed in accordance with the Data Protection Act, you may complain to the Information Commissioner's Office (ICO). Further information, including contact details can be found on the ICO's website at <https://ico.org.uk/for-the-public/>

7. Want to Change How You Receive Marketing?

Our marketing department will regularly send out updates for marketing preferences, but you can also contact us at any time to opt-out our update how you receive marketing information.

Please contact marketing@moray.uhi.ac.uk with any questions.