

Marketing Privacy Notice

- **Purpose**

Marketing

- **Description**

We keep in touch with customers via Email, Mobile App notifications, Letters and SMS to inform them of:
new services available; promotional messages; news and offers from High Life Highland and partners.

- **If you don't give us your information**

If you do not provide consent we will be unable to inform you of the latest news and offers from High Life Highland.

- **Conditions for processing personal information**

Consent – article 6 (1)(a) – we require your personal information to allow us to provide you with communications from High Life Highland.

- **Your rights**

- o Access to personal data
- o Amendments to your data
- o Removal of your personal data
- o Change the way we process your personal data

Find out more about your [rights](#)

- **Who we share your information with**

High Life Highland processes your personal data using third party software systems in order for us to deliver customer communications and marketing. For a list and more information on third party processors please visit: www.highlifehighland.com/GDPR/Data-Processors

- **How long we hold your information**

Your information will be held for 12 months after you last use any High Life Highland Service or interact with our communications.

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How to withdraw consent

If you wish to withdraw consent and have your personal information removed, please email DPO@highlifehighland.com

• Automated processing

Your personal information is not subject to automated decision making or profiling.

• Data controller

The data controller is High Life Highland.

• Data Protection Officer

Contact our Data Protection Officer (service provided to High Life Highland by The Highland Council):

Data Protection Officer
Highland Council Headquarters
Glenurquhart Road
Inverness
IV3 5NX
01463 702029
DPO@highlifehighland.com

• Supervisory authority

If you are unhappy with the way we have processed your personal information you can contact the Information Commissioner:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 0303 123 1113
<https://ico.org.uk/global/contact-us/>