

# Marketing Privacy Notice

## Purpose

- Marketing

## Description

- **Communications:** 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.
- **Photography and Video:** We may take photographs and record videos at our events, activities, and venues for marketing and promotional purposes. These images may be used in printed materials, on our website, and across our social media channels. Where individuals are clearly identifiable, we will rely on legitimate interests as our lawful basis for processing, unless consent is required (for example, where children under 13 are involved or in situations where consent is the most appropriate basis). If consent is required, we will obtain it in writing via our Permission to Photograph form (<https://survey.alchemer.com/s3/8269847/Photograph-Permission-Form>) and you may withdraw your consent at any time. We will always inform you when photography or filming is taking place and explain how the images will be used. If you do not wish to be photographed or filmed, please let a member of staff know at the time. Images will be retained only for as long as necessary for the purposes stated and will then be securely deleted. For more information about your rights, including the right to object to processing, please see the Your Rights section of this notice or contact us at [insert contact details].

## 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.
- If you do not provide consent for photography or video, we will ensure you/your child's photograph is not used in our marketing and promotional purposes.

## 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

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

Find out more about [your rights](#)

# Marketing Privacy Notice

## 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](http://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.

## How to withdraw consent

- If you wish to withdraw consent and have your personal information removed, please email [DPO@highlifehighland.com](mailto: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](mailto: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 or Web <https://ico.org.uk/global/contact-us/>