

Marketing Privacy Notice

V2 March 2026

Purpose

We use your information to promote High Life Highland services, activities and offers.

This includes:

- Marketing communications such as emails, letters, SMS, and app notifications.
- Photography and video taken at our events, activities and venues.

Description

Marketing communications

We may contact you to:

- Tell you about new services or activities
- Share news, promotions or offers
- Provide relevant updates from High Life Highland and trusted partners

Photography and video

We may take photographs or videos at events or venues for marketing and promotional use, including:

- Printed materials
- Press releases
- Our website
- Social media channels

We will always let you know when photography or filming is taking place. If you do not wish to be photographed or filmed, please tell a member of staff.

If you do not provide your information

- We may not be able to send you marketing updates or offers
- We will ensure you or your child are not included in marketing photography or video

Marketing Privacy Notice

V2 March 2026

Conditions for processing personal information

We process your personal information under:

- Consent – for marketing communications and where required for photography
- Legitimate interests – for general marketing activity where appropriate

Where people are clearly identifiable, we rely on legitimate interests unless consent is required. Consent will always be used where children under 13 are involved or where it is most appropriate.

If consent is required, it will be collected in writing via our 'Permission to Photograph' form:

<https://surveys.highlifehighland.com/s3/8269847-Photograph-Permission-Form>

You can withdraw your consent at any time.

If you do not wish to be photographed or filmed, please tell a member of staff.

Your rights

You have the right to:

- Access your personal information
- Ask for it to be corrected or deleted
- Object to or restrict how it is used
- Withdraw consent at any time

Who we share your information with

We use the trusted third-party software provider, MailChimp to manage communications.

A full list of data processors is available at:

<https://www.highlifehighland.com/GDPR/Data-Processors>

How long we keep your information

- For marketing communications: Your information is kept until you request us to stop communications. This can be done by unsubscribing or emailing DPO@highlifehighland.com
- For photography and video: Your information is kept for up to 24 months after consent was provided. Images are kept only for as long as necessary and then securely deleted.

How to withdraw consent

For marketing communications: You can unsubscribe using the 'unsubscribe' feature in our marketing emails or email DPO@highlifehighland.com

To opt out or request deletion of your information, contact:

DPO@highlifehighland.com

Marketing Privacy Notice

V2 March 2026

Automated processing

We use limited profiling and segmentation tools (such as Mailchimp) to help us send information and offers that are more relevant to you. This involves grouping people based on interests or interactions with our communications.

This does not involve automated decision-making that produces legal or similarly significant effects.

Data Controller

The data controller is High Life Highland

Data Protection Officer

Contact our Data Protection Officer:

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

Supervisory Authority

If you are unhappy with how your information is handled, you can contact the Information Commissioner's Office (ICO):

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

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