

Marketing Privacy Policy

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

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.

Who We Are

The data controller is The Highland Council. High Life Highland provide services on behalf of the Data Controller.

What Information We Collect

We may collect:

- Name
- Address
- Email address

We will only collect information that is necessary for the purpose outlined above.

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Special Category Data

We do not collect special category data as part of this processing.

Why We Use Your Information

We use your personal information to:

- Deliver the service requested
- Communicate with you
- Improve services

Lawful Basis for Processing

We process your personal information under:

- Article 6 (1)(a) Consent – for marketing communications and where required for photography
- Article 6 (1)(f) 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.

If You Do Not Provide 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

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Who We Share Information With

We use the following trusted third-party service providers to manage our marketing activity:

- Mailchimp – for managing and sending marketing communications
- CookieYes – for managing cookie consent on our website (see our Cookie Policy for details)

Information will only be shared where there is a lawful basis to do so.

For details of our data processors, please visit: [Data processors | High Life Highland](#)

International Transfers

Your information is normally processed within the United Kingdom.

Where information is transferred outside the UK, appropriate safeguards will be in place to protect your personal information.

How Long We Keep Information

- Marketing communications: your information is kept until you request us to stop. You can unsubscribe at any time or email DPO@highlifehighland.com
- Photography and video: used for marketing purposes may be retained indefinitely unless you let us know you wish to withdraw consent.

Automated Decision Making and Profiling

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.

Cookie policy

Our website uses cookies, including those set by CookieYes (our consent management platform) and Google Analytics. For full details of the cookies we use and how to manage your preferences, please see our Cookie Policy: <https://www.highlifehighland.com/cookie-policy>

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Your Rights

Under UK GDPR, you have the right to:

- Access your personal information
- Request correction of inaccurate information
- Request erasure of your information in certain circumstances
- Restrict processing in certain circumstances
- Object to processing in certain circumstances
- Request data portability where applicable
- Withdraw consent at any time where consent is the lawful basis

For more information about your rights, visit: [Your data protection rights | High Life Highland](#)

Data Protection Officer

If you have any questions about how your information is used, please contact:

Data Protection Officer

Highland Council
Headquarters
Glenurquhart Road
IV3 5NX

Email: DPO@highland.gov.uk
Telephone: 01463 702029

Complaints

If you are unhappy with how your personal information has been handled, you may contact:

Information Commissioner's Office (ICO)

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Telephone: 0303 123 1113
Website: <https://ico.org.uk>