

Marketing Privacy Notice

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 don't give us 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

Conditions for processing personal information

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.

Date: 11th June 2026
V.3.1

High Life Highland is a company limited by guarantee registered in Scotland No. SC407011 and is a registered Scottish charity No. SC042593.



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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

Under UK GDPR you have the following rights in relation to your personal data:

Right	What this means for complaint data
Right of Access (SAR)	You may request a copy of the personal data we hold about you. We will respond within one calendar month.
Right to Rectification	If information we hold is inaccurate, you can ask us to correct it.
Right to Erasure	You can ask us to delete your data. However, this right is limited where we are processing under legal obligation – we cannot erase records relating to an open or recently closed complaint.
Right to Restriction	You can ask us to pause processing in certain circumstances, e.g. while you contest the accuracy of the data.
Right to Object	Where we process under legitimate interests, you can object to processing. We will cease unless we can demonstrate compelling grounds to continue.
Right to Portability	This right does not apply to complaint data, as processing is not based on consent or contract.

To exercise any of these rights, please contact our Data Protection Officer using the details below.

Find out more about your [rights](#)

Who we share your 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)

For a list and more information on third party processors please visit:

www.highlifehighland.com/GDPR/Data-Processors

How long we hold your 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.

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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.

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>

Data controller

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

If you are unhappy with the way we have processed your data

In the first instance, please contact our DPO:

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

You have the right to make a complaint to the ICO at any time:

Website:	https://ico.org.uk/
Post:	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF
Telephone:	0303 123 1113

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