

SMS Marketing Privacy Policy

Purpose

We use your information to send you SMS marketing communications about HLH activities, events, offers, and updates.

This includes:

- Text message reminder about products purchased
- Event announcements
- Special offers and discounts
- Important visitor updates related to services or events

We will only send SMS marketing communications where you have provided your consent to receive them.

Description

If you opt to receive SMS marketing messages, we may contact you to:

- Tell you about upcoming events and activities
- Share special offers, promotions, and exclusive opportunities
- Provide important updates relating to bookings, events, or services
- Inform you about new experiences and developments at HLH

If you don't give us your information

If you choose not to provide your mobile number or do not consent to SMS marketing communications:

- You will not receive SMS updates, offers, or promotional messages from us
- You may still receive essential service-related communications where applicable

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Conditions for processing personal information

We process your personal information for SMS marketing under:

- Article 6 (1)(a) Consent – where you have actively opted in to receive marketing text messages

You can withdraw your consent at any time by:

- Replying STOP to any marketing text message
- Contacting us directly at the below contact details
- Updating your marketing preferences

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.

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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

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

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

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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