

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

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
- Telephone number

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

Special Category Data

We do not collect special category data for SMS Marketing purposes.

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Why We Use Your Information

We use your personal information to:

- Deliver the service requested
- Manage accounts and memberships
- Communicate with you
- Process payments
- Meet legal and regulatory obligations
- Improve services
- Protect the safety and wellbeing of staff and customers

Lawful Basis for Processing

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

If You Do Not Provide 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

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

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](#)

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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

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.

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](#)

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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>