

The Data Controller of the information being collected is: Sabhal Mòr Ostaig, Teangue, Isle of Skye, IV44 8RQ. Tel: 01471 888 000

For any queries or concerns about how your personal data is being processed you can contact the Data Protection Administrator at [gdpr@smo.uhi.ac.uk](mailto:gdpr@smo.uhi.ac.uk) or the Data Protection Officer at [dataprotectionofficer@uhi.ac.uk](mailto:dataprotectionofficer@uhi.ac.uk).

This privacy statement relates to the following processing:

Alumni Relations

Inclusion into the Sabhal Mòr Ostaig Alumni Association

Your information will be used for the following purposes:

<p><b>Purpose 1:</b> <b>Inclusion into the SMO Alumni Association</b></p>	<p>Inclusion in the SMO Alumni Association helps maintain a mutually beneficial relationship with you for life. We keep in contact through newsletters, provide benefits and services and seek your support.</p> <p>Your information is used by Sabhal Mòr Ostaig to better understand how we can help you and how you might support the College. Collecting your information helps to inform our alumni engagement and ultimately allows us to better support our alumni and advance Sabhal Mòr Ostaig.</p> <p>We store your contact details, education history and any relevant information from your time at Sabhal Mòr Ostaig, such as scholarships or prizes you may have received. We will also keep a record of personal information that you give us and your interaction with Sabhal Mòr Ostaig, e.g., if you update your details, register for a benefit, attend an event, donate, professional activities, etc.</p> <p>Digital tools may be used to monitor the impact of our communications, such as email tracking to record when an email is opened. Any sensitive personal data (i.e. data relating to health information) will only be held if it has been provided by you for a specific purpose, for example for attending an event. We do not store any credit/debit card details.</p> <p>We may also send you hard-copy (postal) Marketing material relevant to SMO including, but not limited to, information about, and/or requests regarding, donating to SMO.</p>
<p><b>Purpose 2:</b> <b>Electronic marketing from Sabhal Mòr Ostaig</b></p>	<p>To allow Sabhal Mòr Ostaig to send you electronic marketing. Marketing is defined as ‘furthering the aims of the organisation’ and may include asking for your support, including donations at an appropriate time.</p>

## Privacy Notice – Alumni 2022

**Our legal reasons for using the data are:**

**To achieve the following purposes:** Purpose 1: Inclusion into the SMO Alumni Association:

**Our legal reasons to use the data are:** Use is necessary for the purposes of legitimate interests pursued by Sabhal Mòr Ostaig as an educational institution.

**To achieve the following purposes:** Purpose 2: Electronic marketing from Sabhal Mòr Ostaig

**Our legal reasons to use the data are:** Consent – you have given consent for the processing.

As you have given consent, you can withdraw consent at any time by emailing: [alumni@smo.uhi.ac.uk](mailto:alumni@smo.uhi.ac.uk)

**Your data will be retained for the following length of time:**

<b>Purpose 1: Inclusion into the SMO Alumni Association</b>	<p>Data will be retained for 80 years from your year of graduation.</p> <p>Our relationship with alumni is enduring and expected to last a lifetime.</p> <p>You can opt-out of the SMO Alumni Association at any time by emailing <a href="mailto:alumni@smo.uhi.ac.uk">alumni@smo.uhi.ac.uk</a></p>
<b>Purpose 2: Electronic marketing from Sabhal Mòr Ostaig</b>	<p>Data will be retained for 80 years from your year of graduation.</p> <p>Our relationship with alumni is enduring and expected to last a lifetime.</p> <p>You can opt-out of Sabhal Mòr Ostaig electronic marketing at any time by emailing <a href="mailto:alumni@smo.uhi.sc.uk">alumni@smo.uhi.sc.uk</a></p>

**The following rights are rights of data subjects:**

- The right to access your personal data
- The right to rectification if the personal data we hold about you is incorrect
- The right to restrict processing of your personal data

**The following rights apply only in certain circumstances:**

- The right to withdraw consent at any time if consent is our lawful basis for processing your data
- The right to object to our processing of your personal data
- The right to request erasure (deletion) of your personal data
- The right to data portability

**You also have the right to lodge a complaint with the Information Commissioner’s Office about our handling of your data.**

**The Information Commissioner’s Office is UK’s independent authority set up to uphold information rights in the public interest. Their website is [www.ico.org.uk](http://www.ico.org.uk)**

**The ICO’s address:**

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

**Helpline Number: 0303 123 1113**