



Photography and Video Recording; Public and Semi-Public Events

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 or the Data Protection Officer at dataprotectionofficer@uhi.ac.uk.

This privacy statement relates to the following processing:

Photographs and Videos Taken at Public and Semi-Public Events

This process concerns our arrangements to take, store and display photographs and videos taken at public and semi-public events, for promotional and marketing purposes.

Your information will be used for the following purposes:

Purpose 1: Promotion and Marketing	Photographs and video material are shared to promote and market the work of Sabhal Mòr Ostaig. This may include: • Sharing material from events and activities on websites and other digital platforms including social media • Sharing photographs from learning and teaching activity to raise awareness of Sabhal Mòr Ostaig's work on social media • Using images in advertising or promotional materials such as leaflets, brochures, posters and banners • Producing and sharing promotional films and videos
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Our legal reason to use this data is on the basis of legitimate interest.

The processing of images at public and semi-public events is undertaken under the legitimate interest of: Sabhal Mòr Ostaig and projects it undertakes.

The work of Sabhal Mòr Ostaig is of interest to students, family members, the wider community and general public, partners and stakeholders, and individuals and bodies with a stake in public policy and funding.

Sabhal Mòr Ostaig has an important role to play within the local community and offering people the chance to 'see' what is going on at public and semi-public events is a valuable aspect of that role.

Your data will, or may, be shared with the following recipients or categories of recipient:

Marketing and promotional materials may be shared with project partners and stakeholders as part of joint promotion and awareness raising of initiatives, activity, projects, and events. Individual images will not be shared.

The College may on occasion use external professional photographers and videographers to generate photographs and video material of events.



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

Photographs created for marketing purposes will be retained for ten years from the end of the academic year in which the data is collected. For example, if your data is collected in March 2022, then your data would be deleted at the end of the 2031/32 academic year.

Images and videos that have been shared on websites, social media platforms and in promotional materials, evaluation reports and the end of project film will be in general circulation.

International data transfer

The UK GDPR restricts the transfer of personal data to countries outside the UK, or international organisations. This restriction is in place because once data is transferred in this way it may not be subject to the UK GDPR and you will lose the ordinary UK GDPR protections (protections and rights) for your data once it has been transferred. Once the data has been transferred it may be subject to other local data protection laws in the receiving country –or no data protection law at all if no such law exists in the receiving country.

Sabhal Mòr Ostaig propose to share your data with some service abroad, such as social media platforms, and to publish your data in other ways. Once data has been published in the public domain it is very difficult, and often impossible, to retract and/or contain.

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