

The Data Controller of the information being collected is

The University n(f)-6(Hi)204()-20 glad gs4(tr)-2(oa(h)4d)-4(m)7(lsla)dtro(3(y)T)Bl)e oExcat(e )3(f)-6(O)-6()-

Purpose 3: Data analysis	Legitimate Interests - The processing is necessary to meet the legitimate interests of UHI.
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The processing is undertaken under the legitimate interest of:

The University of the Highlands and Islands

Summary of legitimate interest:

Anonymising the personal data allows UHI to conduct data analysis on anonymous data sets. UHI will analyse anonymous data sets to UHI uses anonymised figures about enquiry numbers and enquirer characteristics to help improve its services, curriculum, and communications.

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

UHI will hold your personal data in a customer service database hosted by its customer service database provider (Microsoft).

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

Purpose 1: Answering your enquiry	One year from the end of academic year in which you submit your enquiry.
Purpose 2: Sending marketing (to those who consent to marketing)	Two years from the end of the academic year in which you submit your query.
Purpose 3: Data analysis	Your data will be anonymised, and the anonymised data may be held indefinitely. Your personal data will only be kept for the periods listed above for purposes 1 and 2.

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.