



Introduction

Shell-volution is a programme funded by the Islands Deal, managed by UHI and led by the mussel industry. The main purpose of the project is to improve mussel production and farming practice across Shetland and the islands, by way of targeted research. To ensure that the needs of the industry are clearly expressed Shell-volution will engage with all aspects of the industry including individual farmers.

Shell-volution Programme

The Shell-volution Programme in conjunction with the mussel industry will determine the priority research needs of the industry and assist in the development and funding of projects to address those needs.

Working with individual mussel farmers, trade bodies representing the mussel industry and specialist agencies the Programme will develop a suite of projects which will provide mussel farmers with the tools to drive forward mussel production and farm practice.

To do this Shell-volution will engage with all aspects of the industry including individual farmers to understand the priorities of the industry. Once the priorities have been determined, associated projects will be tendered with the intention that solutions and tools will be developed to improve the sustainability, productivity and value of the mussel industry.

Farmers participating in the Shell-volution project **may** be asked to undertake the following actions:

1. **Attend and actively participate in stakeholder meetings, workshops, and project-related events.**
This may include sharing experiences, providing feedback, and contributing to collaborative discussions.
2. **Provide information about your farm, agricultural practices, and operational methods.**
This may include farm size, data, input usage, and sustainability practices.
3. **Contribute data and insights related to farm performance, sustainability indicators, and project outcomes.**
Any personal or farm-level data shared will be handled in accordance with GDPR and data protection regulations.
4. **Collaborate in the co-design or evaluation of tools, practices, or innovations developed during the project.**
Your feedback may help refine project outputs and enhance their real-world applicability.
5. **Participate in interviews, surveys, or focus groups related to the project.**
Participation is voluntary, and any data collected will be anonymised where appropriate.

**Benefits of taking part:**

By taking part in the Shell-volution programme you will have a direct influence on priorities and projects. Plus, the possibility of testing equipment and data tools on your farm, plus the associated training in their use.

Possible disadvantages and risks of taking part:

Consenting to take part will result in a time commitment to the project. There might also be a resource commitment with no guaranteed outcome.

For further information contact: Michele Kerry, Shell-volution Project Manager.

Email: michele.kerry@uhi.ac.uk Tel: 01595 771002

Data protection**Identity of the Data Controller and Data Protection Officer**

The data controller is the University of the Highlands and Islands, UHI House, Old Perth Road, Inverness, IV2 3J. The Data Protection Officer can be contacted at:

dataprotectionofficer@uhi.ac.uk.

For questions about the research study please contact: Michele Kerry at

michele.kerry@uhi.ac.uk. Tel: 01595 771002

Purpose:

Your data will be used for the following purposes:

- **Purpose 1:** contacting and communicating with relevant stakeholders (mussel farmers)
- **Purpose 2:** collecting further details to understand participants' situation and context to (a) best allow them to contribute and (b) target research questions and opportunities
- **Purpose 3:** sending surveys, and invitations to research exercises (focus groups, meetings, interviews etc)
- **Purpose 4:** creating notes and summaries from research exercises meetings and discussions with participants
- **Purpose 5:** collating and analysing information about the priorities of the industry; preparing summary reports of priorities (anonymised as far as possible)
- **Purpose 6:** sending communication about the project (email updates, invitations to meetings and events)

Lawful basis for processing personal data:

The lawful basis for processing personal data is:



Use is necessary for the performance a task in the public interest (with a basis in law) or under official authority vested in us (public task). In this case the undertaking of education or research by the University in keeping with the University's public task.

This public task including the planning, delivery, and communication of research. Research includes conducting the research and the taking all required steps to ensure the safety, validity and academic integrity of the research. It may also include re-use of the research data for further research, storage for later inspection, auditing and archiving.

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

- The University of the Highlands and Islands and its [Academic Partner Organisations](#), including:
- Relevant UHI exam boards comprising UHI and external representatives.
- All individuals to whom UHI considers access should be granted for academic integrity, safety and safeguarding, marking, audit, records management, library, archiving, and quality assurance purposes (and to ensure all data is handled, and research conducted, in keeping with UHI's policies and procedures). The parties may include UHI staff, contractors or selected external individuals. Such access will only be used as necessary.
- Data may be handled by UHI, or academic partner, ICT or records management staff who are required to undertake actions to keep the data safe, maintain data integrity, or ensure the data is handled and secured in keeping with UHI's data policies and procedures. The parties may include UHI staff, contractors or selected external individuals. Such access will only be used as necessary.
- Service providers providing, under contract, services to UHI that are used for the research purposes such as productivity tools (eg Microsoft Word etc), storage areas, analysis, transcription, or any other service relevant to the research.
- For any questions about data sharing please contact the research supervisor or principal investigator listed in this document.

Retention

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

Purposes 1, 2, 3 and 6: No longer than one year from the end of the project

Purposes 4 and 5: As part of the research record – ten years from the end of the project to indefinite, depending on the research and archival value. Material will be anonymised as far as possible.

The following are your rights in respect of this processing:



- The right to withdraw consent if consent is our lawful basis for processing your data in this privacy notice
- 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 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