

UHI | Alumni

UHI Alumni Engagement Privacy Notice June 2022

The Data Controller of the information being collected is:

UHI, Executive Office, 12B Ness Walk, Inverness IV3 5SQ. Phone: 01463 279000. UHI is a partnership comprising those institutions at the end of this Privacy Notice.

For any queries or concerns about how your personal data is being processed you can contact the relevant Data Protection Officer at dataprotectionofficer@uhi.ac.uk

This privacy statement relates to the following process:

UHI Alumni Engagement and Careers and Employability Services.

Your information will be used for the following purposes:

<p>Purpose 1:</p> <p>Automatic inclusion to the alumni community</p>	<p>When you leave UHI you are automatically part of our alumni community (with the option to opt-out). This is to maintain a mutually beneficial relationship with for life. We keep in contact through newsletters, provide benefits and services and seek your support.</p> <p>Your information is used by UHI to better understand how we can help you and how you might be able to support us. Recording your information helps to inform our alumni engagement and ultimately allows us to better support our alumni and advance UHI.</p> <p>We store your contact details, education history and any relevant information from your time at university, such as scholarships or prizes you may have received. We also keep a record of personal information that you give us and your interaction with the university, e.g., if you update your details, register for a benefit, attend an event, donate, professional activities, etc.</p> <p>Data is stored in a database (Raiser's Edge). 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. We do not store any credit/debit card details.</p> <p>Data from Raiser's Edge may be shared with the Careers Target Connect database, other relevant departments within UHI and our partners (listed at the end of this Privacy Notice.) This is to provide a better alumni service and to improve data accuracy.</p>
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UHI | Alumni

Purpose 2: Electronic marketing to alumni from UHI	To allow UHI 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.
Purpose 3: Continuing-study marketing to alumni for three years	To allow UHI and/or your local academic partner to send you electronic marketing for up to three years after you have finished your course, specifically to inform you of further study opportunities that may be of interest to you.
Purpose 4: Careers and Employability	<p>Alumni can register for careers guidance and support, provided by the Careers and Employability Centre through the Target Connect platform known as "FutureMe". Registration can be direct through the platform, or by opting-in through other alumni online forms. Communication may take place following registration.</p> <p>Alumni have access to learning resources including interactive materials, advice sheets and e-books. In addition, registered alumni can access a broad range of career development information including information on career paths, occupations, and labour market information.</p> <p>To provide access to one-to-one advice and guidance including mock interviews, application guidance, CV guidance and the opportunity to discuss options and opportunities with a careers advisor.</p>
Purpose 5: Updating details	<p>UHI provides a number of services to alumni. Personal data you share with these services will, or may, be shared across these services. This data sharing occurs to provide you with the best service, to keep in touch with you effectively and to improve the efficiency of UHI's alumni service administration.</p> <p>If you provide new details to one of the alumni services, this may be shared with all alumni services and your record updated across UHI alumni services.</p>

Other sources of personal data:

Some of the data we process may not come directly from you. We may collect an image of you from publicly accessible sources (such as LinkedIn, your organisation website, news images). Such images will not be published and will only be used for identification purposes and customer relationship management within the university.

UHI | Alumni

Our legal reason for using the data is/are:

<p>Purpose 1:</p> <p>Automatic inclusion to the alumni community</p>	<p>Use is necessary for the purposes of legitimate interests pursued by us or by a third party.</p> <p>The legitimate interest(s) of the controller or third party is/are: The processing is undertaken under the legitimate interest of UHI.</p> <p>Summary of legitimate interest:</p> <p>We benefit from keeping in touch with our alumni because they can provide information on what our students go on to do after studying with us; they can volunteer as ambassadors providing career advice, etc, and possibly become future donors.</p> <p>It is important for our alumni to know that we do not forget about them when they leave and that it is a relationship for life. It is also beneficial for our alumni to know that they can keep in contact with their fellow alumni and that they are a part of a growing, global community.</p> <p>Prospective and current students benefit as they can read alumni reviews of UHI, and/or a course and have access to alumni ambassadors for support.</p> <p>The public benefit knowing how their local institution is performing and the skilled workforce it is producing for the benefit of the economy.</p> <p>If we could not continue with the processing, we would lose contact with our alumni, and they would think we do not value them. We would lose our ambassadors and potentially miss out on many mutually beneficial relationships.</p> <p>The processing is fundamental to make this worthwhile and the individuals will reasonably expect to be contacted by their university.</p> <p>Alumni can opt-out by unsubscribing from our e-newsletter at any time.</p>
<p>Purpose 2:</p> <p>Electronic marketing to alumni from UHI</p>	<p>Consent – you have given consent for the processing. You can withdraw consent by emailing: alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.</p>
<p>Purpose 3:</p> <p>Continuing-study marketing to alumni for three years</p>	<p>Consent – you have given consent for the processing. You can withdraw consent by emailing: alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.</p>

UHI | Alumni

Purpose 4. Careers and Employability	Consent – you have given consent for the processing. You can withdraw consent by emailing: careers@uhi.ac.uk .
Purpose 5: Updating details	Legitimate interests – UHI endeavours to always hold the most accurate information about you to provide you with the best service.

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

Purpose 1: Automatic inclusion to the alumni community	Data will be retained for 80 years from the year you graduate/leave UHI. Our relationship with alumni is expected to grow and last a lifetime. You can opt-out of joining the alumni community or from receiving alumni communications by emailing alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.
Purpose 2: Electronic marketing to alumni from UHI	Data will be retained for 80 years from your year of graduation. Our relationship with alumni is expected to grow and last a lifetime. You can opt-out of electronic marketing by emailing alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.
Purpose 3: Continuing-study marketing to alumni for three years	Data will be retained for 80 years from your year of graduation. Our relationship with alumni is expected to grow and last a lifetime. Consent for continuing-study marketing will be active for three years only, after which it will be removed. You can opt-back into this at any time by emailing: alumni@uhi.ac.uk .
Purpose 4. Careers and Employability	If you sign up for the careers service your data will be held by the careers service for the following period: Five years from the end of the academic year in which you last engage with the careers service.
Purpose 5: Updating details	Data will be retained for 80 years from the year you graduate/leave UHI. Our relationship with alumni is expected to grow and last a lifetime. You can opt-out from receiving alumni communications by emailing alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.

UHI | Alumni

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

Raiser's Edge – a customer relations database used by UHI

Target Connect / FutureMe – Careers management and advice database and software used by UHI Careers

UHI academic partner colleges and academic departments – UHI will keep in contact with you through newsletters, provide benefits and services and seek your support. This may include contacting you. In some cases, communications may be written, or sent to you by, your academic department or the academic partner at which you studied.

You may interact, as an alum, with UHI or its partner colleges. These interactions may be recorded, and your record updated. To allow partners to make such changes and contribute to your single alumni record UHI may provide access to your record.

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 institutions which make up the University of the Highlands and Islands partnership are:

[UHI Argyll](#)

[HTC](#)

[UHI Inverness](#)

[UHI Outer Hebrides](#)

[UHI Moray](#)

[UHI Shetland](#)

[UH North Highland](#)

[UHI Orkney](#)

[UHI Perth](#)

[Sabhal Mòr Ostaig](#)

[Scottish Association for Marine Science](#)

[UHI West Highland](#)