



## **Tobar an Dualchais 'Creative Connections' Course- Privacy Policy**

We are committed to safeguarding the privacy of people who apply for this course.

This privacy statement explains how we collect and use personal information about you in order to provide our services. In particular, we want you to know that we will keep your personal information safe and we will not sell, rent or trade email lists or other personal information with third-party companies or businesses.

### **Who we are:**

*Tobar an Dualchais/Kist o Riches is Scotland's online resource dedicated to the presentation and promotion of audio recordings of Scotland's cultural heritage. Its principal aim is to ensure that Scotland's rich oral heritage is safeguarded and made widely available for present and future generations.*

### **What personal information we collect**

In order to fulfil our services we need to know certain personal information, and in order to continuously improve our services we may collect additional information.

We may collect and process the following personal data:

- Information you provide to enable us to deliver services you have requested, including financial details required for billing and processing payments.
- Your correspondence with us via email, post, phone or other channels, including social media channels and when you respond to our communications, research surveys or requests for information.
- Details you provide when you sign up for, or request that we send you, information about our services, including marketing materials.
- Details about attending events including the personal information you provide when you sign up for a course.

### **How we use personal data**

We may use the information we collect to:

- respond to your enquiries;
- provide you with the services you request or use;
- maintain our list of contacts;
- continuously improve the provision of our services, assess the effectiveness of our courses and their promotion, and for data analysis;
- comply with our legal obligations, and to protect your, our, and others' rights;
- send you updates, marketing communications and other information that may be of interest to you or which you have expressed an interest in receiving.

Where we use your personal information with your consent, for example when you sign up for updates, you may withdraw that consent at any time and we will stop using your personal information for the purpose(s) for which consent was given.

### **How we share personal information**

We do not sell, rent, or otherwise share any personal information with third parties except as expressly described in this privacy policy, or with your prior permission.

We may have to share personal information we collect with trusted third parties. The information we share shall be no more than required and the third parties' use of the information shall be limited to the specified purpose for processing as agreed with them.

These trusted third parties are:

- **Our team.** Our employees are required to keep any personal and business information confidential and are not permitted to use it for any purposes other than to provide our services, to deal with requests which are submitted to us, or for the purposes of facilitating our use of that information in accordance with this policy.

We may publicly share anonymised information that does not reasonably identify you or your organisation, including survey results.

### **How we keep information safe**

For the Creative Connections Uibhist short course, we will use Microsoft Forms to collect the required information. Microsoft Forms is encrypted both at rest and in transit. The encryption process encodes your data (referred to as plaintext) into ciphertext. Unlike plaintext, ciphertext can't be used by people or computers unless and until the ciphertext is decrypted. Decryption requires an encryption key that only authorized users have. Encryption helps ensure that only authorized recipients, such as members of the TAD team can decrypt your information.

### **How long we keep the information we collect**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

### **How to contact us**

If you have any questions or comments about this Privacy Policy or should you wish to access or update any of the information that we store about you, please contact our Data Protection Administrator in the first instance at [gdp@smo.uhi.ac.uk](mailto:gdp@smo.uhi.ac.uk)

### **Changes to our privacy policy**

We review our privacy policy regularly. This policy was last updated in February 2024.