

## Privacy Notice Creative Scotland Events

### Introduction

This Privacy Notice provides information about how we handle and use your personal information when you attend an event organised by us.

To help clarify some of the wording, a 'Definitions' Section is located at the bottom of this Privacy Notice.

For the purposes of Data Protection Laws, we will be the controller of your personal information and will comply with the Data Protection Laws when handling and using your personal information.

It is important that the personal information we hold about you is accurate and current. Please keep your personal information updated during your relationship with us.

### What personal information do we collect about you?

We may collect, store and use the following kinds of personal information that you provide to register for an event, to complete feedback/evaluation forms or by other means such as in an email or over the telephone when you enquire about an event or otherwise communicate with us:

- your title, name, full postal address, email address, telephone contact details;
- your job title and role;
- for certain events we may collect your image, audio and likeness (as captured on a webinar, in photographs, via streaming or film recordings made of the event);
- dietary needs;
- accessibility requirements; and
- records of communications sent to you by us or that we receive from you in relation to an event you will attend/have attended e.g. feedback/evaluation forms.

### What do we use your personal information for?

We will handle and use your personal information for the following purposes:

- to reserve a place for you at the event(s) you desire to attend;
- to provide you with information about the event(s) for which you have registered, that includes event updates, and possible changes, cancellation or similar information;
- filming, photographing or otherwise recording events and publishing such content on our website, social media accounts and other formats;
- to invite you to attend related events in the future;
- to provide you with information about accessibility, transportation, parking, etc. that may impact on your attendance to the event;
- develop our events based on your feedback;
- to fulfil and monitor our legal responsibilities, for example, under health and safety legislation; and

- to obtain legal advice and to protect our legal rights if you make a claim against us arising from the event.

### Who do we share your personal information with?

We may share your personal information with our insurers, professional advisers, agents, suppliers or subcontractors if we need to for any of the above purposes.

We may share some of the information with external organisations providing services for the event you are attending, in particular we may share your information (including dietary requirements) with a catering service if you are attending an event where catering is offered. The information shared will only be used to provide the service required and will not be retained by these external organisations after the event is concluded.

We may also share your personal information:

- where the law requires us to;
- for any court proceedings in which we are involved;
- to protect our legal rights;
- for the purposes of fraud prevention; and
- very occasionally, when it is needed to protect your or another person's vital interests and you are not capable of giving your consent (for example, in an emergency).

### What is our legal basis for handling and using your personal information?

Data Protection Laws require us to have a legal reason for handling and using your personal information.

We ask for your **consent** to process your personal information for the purposes set out above, and you can withdraw your consent at any time, except as set out below.

When we use your personal information, we do so on the basis that this is necessary:

- in the **public interest**; or
- to comply with a common law or statutory obligation, we will use **legal obligation** as a legal basis for handling and using your personal information; or
- for the purposes of our **legitimate business interests** (e.g. for the purposes of our legitimate interest in managing and delivering the event).

### How long will we keep your personal information?

We will keep mailing list personal information for as long as you wish to continue to receive information from us. If you no longer wish to receive information from us you can unsubscribe from communications at any time.

We will keep enquiry communications (received via email(s) and/or online contact form) containing personal information:

- Where the law requires us to and in line with our retention arrangements;
- If the personal information is relevant to any court proceedings in which we are involved;
- To protect our legal rights; and
- For the purposes of fraud and credit risk prevention.

## **Do we send your personal information outside the European Economic Area?**

We will comply with Data Protection Laws if handling and using your personal information in accordance with this Privacy Notice requires us to transfer your personal information to organisations in countries outside the European Economic Area.

## **How will we keep your personal information secure?**

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information and will store your personal information on secure servers.

Please be aware that sending information over the internet is inherently insecure, and we cannot guarantee the security of your personal information if you send it to us over the internet.

## **What rights do you have in relation to the personal information that we handle and use about you?**

You have the right to:

- Receive transparent information e.g. this Privacy Notice;
- Access personal information – you have the right to request access to personal information held about you and can do this by contacting our Data Protection Officer (contact details are provided below);
- Erase personal information – you can either request that your personal information be removed or you can unsubscribe from communications;
- Rectify inaccurate or incomplete personal information – you can request your information to be updated;
- Restrict personal information while, for example, a request for rectification of inaccurate or incomplete personal information is being reviewed by us; and
- Object to our handling and using of your personal information in defined circumstances e.g. object to receiving details of future events from us.

## **Changes to this Privacy Notice**

Any changes we may make to this Privacy Notice in the future will be notified to you by e-mail.

## **Making a complaint**

If you have any concerns with how we have handled and used your personal information, you should contact our Data Protection Officer in the first instance, as we would welcome the opportunity to work with you to resolve any complaint.

The contact details for our Data Protection Officer are as follows:

Data Protection Officer  
Creative Scotland  
2-4 Waterloo Place  
Edinburgh EH1 3EG  
Telephone: 0330 333 2000  
Email: [dataprotection@creativescotland.com](mailto:dataprotection@creativescotland.com)

If you are still dissatisfied, you can submit a complaint to the Information Commissioners Office (ICO) either by telephone or by completing an online form. The ICO's contact details are as follows:

Telephone: 0303 123 1113  
Website link: <https://ico.org.uk/concerns/>

## Definitions:

We, Us, Our	Creative Scotland
You, Your, Yourself	means the living individual who the personal information is about
Access to Information Laws	includes the Freedom of Information (Scotland) Act 2002 and the Environmental Information (Scotland) Regulations 2004 and any legislation supplementary thereto introduced in Scotland
Data Protection Laws	includes the Privacy and Electronic Communications (EC Directive) Regulations 2003; any legislation implementing the Privacy and Electronic Communications Directive 2002/58/EC of 12 July 2002; the General Data Protection Regulation (EU) 2016/679 of 27 April 2016 (GDPR); and any legislation supplementary to the GDPR introduced in the United Kingdom, including the Data Protection Act 2018
Controller	determines how and why personal information is handled and used
European Economic Area	means the Member States of the European Union, Iceland, Norway and Lichtenstein
Personal Information	means information relating to a living individual who can be identified