

Privacy Notice

CRM Partnership

Who are we?

The Skills Development Scotland Co Ltd (“SDS”, “we”, or “us”) is the national skills body supporting the people and businesses of Scotland to develop and apply their skills.

Customer Relationship Management (CRM)

The CRM Partnership is a group of public sector organisations, principally charged with the economic development of Scotland.

The CRM Partnership comprises:

- Skills Development Scotland (SDS)
- Scottish Development International (a joint venture among Scottish Enterprise, Highlands and Islands Enterprise and Scottish Government)
- Business Gateway (represented by COSLA)
- Scottish Enterprise (SE)

The CRM Partnership’s purpose is to provide a consistent, co-ordinated approach to delivery of services to its customers. To better serve this purpose, the members of the CRM Partnership have come together to share one CRM system. It is on the CRM system that all personal information and non-personal information of the CRM Partnership’s customers will be stored.

Who is this Privacy Statement for?

This Privacy Statement provides information to customers of the CRM Partnership around how their personal data will be processed, shared and stored.

What personal information do we collect and process?

The CRM Partnership processes the following types of personal data:

- Identity data
- Contact data
- Transaction data
- Profile data
- Marketing data
- Source of Personal information

The CRM Partnership collects personal information from the following sources:

- Direct interactions
- Employer or company
- Third party sources/publicly available sources

How do we use your information?

	How does SDS use your personal information?	Under what legal basis does SDS use your personal information?
1.	Provide consistent, clear and co-ordinated engagement with our customers on products, services and support that they are interested in.	Fair and lawful because it is: <ul style="list-style-type: none"> • Performance of task in the public interest task/exercise of our official authority
2.	Enable better design of business support services across the wider public-sector landscape.	Fair and lawful because it is: <ul style="list-style-type: none"> • Performance of task in the public interest task/exercise of our official authority
3.	Create opportunities to refer across and between CRM partners, develop shared understanding and to monitor the effectiveness and responsiveness of the CRM partners' individual service offerings.	Fair and lawful because it is: <ul style="list-style-type: none"> • Performance of task in the public interest task/exercise of our official authority
4.	Collaborate on the design of future services and interventions as a result of insights gained from a shared system, aggregated data and better understanding of what support the customer of the CRM customers are seeking and receiving in real time.	Fair and lawful because it is: <ul style="list-style-type: none"> • Performance of task in the public interest task/exercise of our official authority
5.	Provide you with information you have requested from us as part of our marketing services.	Fair and lawful because it is: <ul style="list-style-type: none"> • Performance of task in the public interest task/exercise of our official authority

How do we protect your information?

Skills Development Scotland maintain a high standard of both physical and network security designed to protect paper or electronic forms of storage to hold and process your personal information.

Information that we hold about you will be subject to rigorous safeguards to ensure that it isn't accessed or disclosed inappropriately. We also take steps to ensure that your information is not damaged or rendered unavailable to those who have a right to see it.

To meet confidentiality requirements for our customers, stakeholders, and staff, Skills Development Scotland has Confidentiality, Data Protection and Information

Technology notices in place and we ensure that staff are fully aware of these and the associated guidance in relation to your personal information. These also apply when we dispose of paper records and delete electronic information in ways that ensure that your information cannot be recreated.

How long do we store your information?

We will keep your personal information for the period of your relationship with us plus 18 months if no funding has been provided.

Where funding has been provided, we are required to retain your information as specified by the relevant UK or European legislation. This is generally, 10 years from the date of the end of the European funding programme. For example, funding and support given under a 2014-2020 programme will require to be retained until the end of 2030.

If you require any further detail or clarification on how long we will keep your personal information for and our reason for doing so, please feel free to get in touch with us through the contact information provided in the contact section below.

Your Rights

Under Data Protection legislation – including the UK GDPR and Data Protection Act 2018 - you have a number of rights in relation to how your personal information is processed.

If you wish to find out what these rights are, please see www.sds.co.uk/privacy and get in touch with DPO@sds.co.uk if you wish to find out more information or enact one of those rights.

Updating Information

Please let us know if the personal information which we hold about needs to be corrected or updated.

Notice Amendments

We may update this privacy notice by posting a new version on the website and, where appropriate, we will notify you by email. Please check back frequently to see any updates or changes.

Data Controller

The data controller responsible in respect of the information collected is The Skills Development Scotland Co. Limited, which is notified to the Information Commissioner as a data controller with registration number Z1445093.

If you remain dissatisfied with our response following any review related to a request you have made regarding your personal data, you are entitled to appeal to the Information Commissioner. Such an application should be sent to the following address:

Information Commissioners Office

Wycliffe House, Water Lane, Wilmslow SK9 5AF

Phone: 0303 123 1113

Website: ico.org.uk/

Contact

If you wish to get in touch regarding any queries about your rights, or for any other matter, please contact the Data Protection team at DPO@sds.co.uk.