

## Privacy Notice Marketing

### 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.

SDS owns the following websites, which you may have engaged with:

- [skillsdevelopmentscotland.co.uk](https://skillsdevelopmentscotland.co.uk)
- [myworldofwork.co.uk](https://myworldofwork.co.uk)
- [apprenticeships.scot](https://apprenticeships.scot)

### Marketing

This privacy notice aims to provide you with transparency regarding how SDS makes use of your personal data for the purposes of marketing. Personal data is any information which identifies and relates to you as an individual.

### Who is this Privacy Statement for?

This Privacy Statement provides information to any individual that has consented to providing their personal data to SDS in order to receive access to SDS marketing, communications and events.

This will likely be relevant to you if, in using SDS’ services, you have consented to be made aware of further SDS services or products that may interest you.

### What personal information do we collect and process?

- Contact information that you provide to us directly such as full name, email address and phone number
- Information that we receive from your usage of our websites, when you consent to this through the use of cookies, which is explained further in the section below
- Demographic information (age, local authority area, school name, employment and education status).

### What types of marketing do we carry out?

We will only contact you using a marketing method that you have explicitly

consented to through SDS or a trusted third-party partner.

- Email marketing
- Direct mail
- Events: including in-person and online
- Digital advertising: social, display and programmatic advertising may use marketing cookies (as outlined in our cookie policies). These ads appear on third party websites and applications, search engines, on-demand streaming platforms, and on social media
- Other advertising: TV, radio, and cinema

The cookies policies for each of our websites can be found here:

- [myworldofwork.co.uk/cookies](https://myworldofwork.co.uk/cookies)
- [apprenticeships.scot/cookie-policy](https://apprenticeships.scot/cookie-policy)
- [skillsdevelopmentscotland.co.uk/about/policies/cookies-policy](https://skillsdevelopmentscotland.co.uk/about/policies/cookies-policy)

### Why do we use your information?

	<b>Why does SDS use your personal information?</b>	<b>Under what legal basis does SDS use your personal information?</b>
i)	To inform individuals, employers and stakeholders about SDS products and services that may be of benefit to them.	Fair and lawful because: You have given your consent for your data to be used for this purpose.

### How can I opt out?

Use the 'Unsubscribe' link in the footer of SDS emails to stop receiving emails from us in the future.

You can also contact the Data Protection Team directly for further support at [DPO@sds.co.uk](mailto:DPO@sds.co.uk).

### When might we share your information?

SDS will never sell your personal data for marketing or commercial purposes. We will only ever use your personal data for our own marketing purposes, which is to make you aware of our products, services and the support we can offer you.

SDS may share your personal data with third parties to help us deliver marketing information to you that you have consented to receive. In every case, SDS will only work with companies that provide contractual assurances regarding how your personal data is processed, stored and secured.

## How do we protect your information?

SDS maintains 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, SDS has Confidentiality, Data Protection, Information Technology, and Systems 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 only store your personal data for marketing purposes for as long as is required for your own needs. For example, if you no longer wish to receive access to email information regarding SDS' products or services you can click the 'Unsubscribe' link and specify whether you wish to no longer receive that particular series of emails or be removed from any and all SDS' marketing lists.

## 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](http://www.sds.co.uk/privacy) and get in touch with [DPO@sds.co.uk](mailto: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 we hold about you needs to be corrected or updated by contacting [DPO@sds.co.uk](mailto:DPO@sds.co.uk)

## 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: [www.ico.gov.uk](http://www.ico.gov.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](mailto:DPO@sds.co.uk)