

Privacy Notice – Photography, Filming and Publicity

Our Commitment to Your Privacy

As part of our commitment to protecting your information, we have a Privacy Notice to explain how we collect, store and handle your personal data.

We have always been careful to protect your information, but this is part of our ongoing commitment to be transparent about how we use your information and keep it safe. This will also give you more clarity over how your information is being managed.

Through our privacy notice, we have addressed the standards introduced by the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA).

Who we are

North Kesteven District Council is registered with the Information Commissioner's Office (ICO) as a 'data controller' under Z5680267. This means we will process and hold your personal data once you have completed the photography and filming consent form. There are occasions, for example at consultation, business or civic events, whereby attendees will be informed photographs or filming will take place, however attendees always have the right to request not to be photographed or filmed. Where children's photographs are taken, consent will be obtained from the parent/guardian.

What information do we collect

We may collect your name, child(ren)'s name, date of birth of your child(ren), postal address, email address, telephone number and signature to enable us to contact you. We may also process your image, film, audio and words in our promotional activities and materials including, but not limited to, social media, printed publication, website, marketing and education material, press coverage and other such uses. We may also send them to the news media.

Why we collect your data

We collect your data so that we may use your images, film, audio and words to publicise Council events or services. This may be publicised and printed in newspaper articles, magazines and other media, such as websites, social media, information leaflets, electronic newsletters, presentations and other publicity materials. As far as is reasonable and practicable, we will ensure that the information recorded is accurate and kept up to date.

How we collect your data

Under the GDPR, the lawful bases we rely on for processing your personal information are:

- GDPR Article 6 (a) – You gave us your consent (by completing our photography and filming consent form)
- GDPR Article 6 (f) – legitimate interests (whereby photographs are taken at a consultation, business or civic event, for example, where it could be likely individuals may be identified).

When we rely on your consent to process your personal information, you have the right to withdraw your consent at any time by notifying us, but withdrawing consent may not affect the material that has already been used and we will do our best to stop others doing so, however we cannot guarantee this. In addition, please note that once published on the internet and social media, we do not have control of the storage or use of the images. We will not have control of the storage or use of images taken by the local press and media or other attendees at a public event.

The Council has a legitimate interest in being able to promote the authority using photography or videography. We make every effort to ensure you are aware when photography or filming is taking place and to minimise any privacy impact. There are occasions, for example, at consultation, business or civic events, whereby attendees will be informed photographs or filming will take place, however attendees always have the right to request not to be photographed or filmed. You have the right to opt-out at any time by notifying us, but opting out may not affect the material that has already been used and we will do our best to stop others doing so, however we cannot guarantee this. In addition, please note that, if opted-out after the event and the information has been published on the internet and/or social media, we do not have control of the storage or use of the images. We will not have control of the storage or use of images taken by the local press and media or other attendees at a public event.

When we'll share your data

The information may be shared with third party organisations, for example, news media and, in order to fulfil the communication work necessary, by providing images to design and print agencies. The information may be placed in printed material and on social media and, as such, the images are available to anyone who has access to the website, social media channels or printed materials in which the photograph or film features.

Know your rights

You have many rights regarding your personal data, which include seeing what personal information we hold about you. In addition, you can ask us to correct inaccuracies, object, delete and restrict the personal information we hold.

There is no requirement or obligation to provide your image, film, audio, words or contact details and it is not part of a statutory or contractual requirement or obligation.

If you want to remove your consent, opt-out or request to see your personal data, please contact dataprotection@n-kesteven.gov.uk

How do we protect your information

We comply with all laws concerning the protection of personal information and have security measures in place to reduce the risk of theft, loss, destruction, misuse or inappropriate disclosure of personal information.

How long do we keep your information

Your information will be retained for three years from the date you sign the consent form/two years from the date of the event (unless you have requested its removal/opt out once the photographs or filming has taken place). Where we have used consent as our lawful basis, we may seek to refresh your consent using the contact information provided within the consent form.

Where you have requested removal of your consent or opted out and we are unable to identify you, we may have to ask you to provide a recent photograph to assist us to complete the deletion. This will also be securely disposed of once deletion of the photograph or film has taken place.

After the three year period, photographs and films may be archived and will only be reused in the context of being an 'archived photograph' or an 'archived film', for example, pictures from a launch event being reused to help mark a tenth anniversary of the opening.

In addition, please note that once published on the internet and social media, we do not have control of the storage or use of images. We will not have control of the storage or use of images taken by the local press and media or other attendees at a public event.

Updates to this privacy notice

We may update this privacy notice from time to time in response to changing legal, technical or business developments. When we update our privacy notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make.

Where can I get advice/make a complaint

If you have any concerns or questions about how your personal information is handled or wish to make a complaint, please contact our Data Protection Officer at dataprotection@n-kesteven.gov.uk or by calling 01529 414155.

For independent advice about data protection, privacy and data sharing issues, you can contact the Information Commissioner's Office (ICO) at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF.

Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number.

Alternatively, visit ico.org.uk or email casework@ico.org.uk.