

**Privacy Notice**  
**Durham County Council**  
**Transformation and Partnerships**  
**Communications and Marketing Team (photography and filming)**

**1. Who we are and what we do**

Durham County Council's Communications and Marketing Team is responsible for:

- The promotion of services, campaigns and events in order to provide information, encourage take up, change behaviours and enhance the reputation of the council.
- Photography and filming form an important part of this role.

For the purposes of Data Protection, Durham County Council is the Data Controller for your information.

**2. What type of personal information do we collect and how do we collect it?**

We collect the following types of personal data:

- Images
- Video footage including interviews

We may also collect:

- Your name, age, address and contact details (email, telephone number and/or postal address)
- Name of group, organisation or school that you are part of.
- If it is for consent for a child aged 16 or under, or a vulnerable adult - the name of the consentor and their relationship to you.

We may collect your personal data in a number of ways:

- Through a consent form (children aged 16 and under and vulnerable adults only)
- By a DCC filming crew or authorised representative e.g. a council employed photographer
- For pre-arranged photo opportunities information is collected by marketing and communications officers and/or by other DCC services and partners who have a stake in the relevant campaign or event.

**3. What is our power to obtain and use the personal data?**

When we collect and use your personal information we rely on the following lawful basis::

**Consent:** You or a legal representative have given consent.

**Legitimate interest** – processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party

**4. What is your personal information used for?**

The communications and marketing team uses your information for the following:

1. Images and footage may be published on any of the following channels:

- press and media (including newspapers, magazines, websites and social media)
- on our websites
- on our social media feeds including Twitter, facebook, youtube, Instagram and LinkedIn

- in our printed publications such as Durham County News
- in printed publicity literature such as leaflets, posters or other display materials.

2. We use images to promote services across the council including our Area Action Partnerships (AAPs)

3. The images/footage will often be accompanied by the details of the story you, your child / dependent is helping to promote. When known, e.g. at an organised press event, this could be the full name, age, the area, school or club / organisation the event / activity is taking place in.

4. We will only use images/footage that are appropriate.

- We will not publish images / footage which could imply criticism or damage a person's reputation.
- We will only publish images/footage of children who are suitably dressed.

5. We will not film or take photographs of any child that is considered at risk or under a supervision order.

6. We will use your image/footage to promote the service/s or events at which they were taken and for wider related service / event promotion. For example footage taken at the Lumiere Festival may also be used to promote our broader festival programme or a photograph taken of children for a litter-picking campaign may also be used to promote our broader clean and green service.

7. If we want to use your image for larger publicity purposes, we will discuss this with you separately. For example if we wish to use your image on a bus, a billboard, or a suite of campaign posters and leaflets.

#### **5. Will your personal information be shared?**

If your personal information is used on social media that content can be shared by anyone after it is published.

We also routinely share images with service teams across the council and our partners for them to use when they are involved in a campaign or event.

They include, but are not limited to:

- Press agencies eg Trinity Mirror, Newsquest NE, Johnstone Press
- Festival and events eg Artichoke (Lumiere Festival), New Writing North (Book Festival)
- Schools
- NHS
- Police

Key partners will be identified on the promotional material related to a campaign or event.

#### **6. How do we keep your personal information secure?**

The security of your personal information is important to us. This is why we follow a range of security policies and procedures to control and safeguard access to and use of your personal information.

#### **7. How long will we keep your personal information?**

We have to keep your information as a business record of what was delivered. The type service will determine how long we have to keep it. Our corporate retention guidelines on the

[DCC website](#) show how long we keep it for different services. This ranges from months for some records to decades for more sensitive records.

The Communications and Marketing Team will keep your personal information for three years and may use images/ footage in council publicity for up to three years from the date the pictures were taken.

#### 8. Is your personal information processed overseas?

No, we do not send your personal information outside the European Union to be processed. However websites and other online media can be seen throughout the world, and not just in the United Kingdom, where UK law applies.

#### 9. Marketing (if applicable)

At no time will your information be passed to organisations external to us and our partners for marketing or sales purposes or for any commercial use without your prior express consent.

#### 10. What are your Information Rights?

Your Information Rights are set out in the law. Subject to some legal exceptions, you have the right to:

- to have any inaccuracies corrected;
- to have your personal data erased;
- to place a restriction on our processing of your data;
- to object to processing; and
- to request your data to be ported (data portability).

**“If you wish to exercise your information rights, please contact the Data Protection Officer at [DPO@durham.gov.uk](mailto:DPO@durham.gov.uk) or alternatively write to DPO, Room 143-148, Floor 4, County Hall, Durham County Council, DH1 5UF”**

You also have the right to request a copy of the personal information council holds about you. To do this, please go to [www.durham.gov.uk/inforights](http://www.durham.gov.uk/inforights)

To learn more about these rights please see the ICO website.

If something goes wrong with your personal information, or you have questions about how we use it, please contact the Data Protection Officer at [DPO@durham.gov.uk](mailto:DPO@durham.gov.uk).

If we have not been able to deal with your complaint, you can also contact the [Information Commissioner's Office](#)

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

**Telephone:** 0303 123 1113 (local rate) or 01625 545 745

**Fax:** 01625 524 510