

Privacy Notice: Durham County Council – Photography and Filming

This Privacy Notice explains how we use and share information. We will review and update this privacy notice to reflect changes in our services and feedback from service users, as well as to comply with changes in the law.

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. We use social media as part of this role.

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.

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

What type of personal data do we collect?

- 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.
- consent for a child aged 16 or under, or a vulnerable adult - the name of the consentor and their relationship to you

How we collect personal information

- a consent form (children aged 16 and under and vulnerable adults only)
- a DCC filming crew or authorised representative eg a council employed photographer
- 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

What is our lawful basis to obtain and use your personal information?

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

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.
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.

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.

How do we keep your 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.

How long will we keep your personal information?

After we deliver a service to you, we have to keep your information as a business record of what was delivered. The type of service you receive will determine how long we have to keep it. Our [corporate retention guidelines](#) show how long we keep information for different services.

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.

Is personal information processed outside of the European Union (EU)?

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.

Marketing

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.

What are your information rights?

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

- request a copy of the personal information the council holds about you
- have any inaccuracies corrected
- have your personal data erased
- place a restriction on our processing of your data
- object to processing

To exercise your rights, you can apply on line or download an application form from the [DCC website](#) or you can contact the data protection team at inforights@durham.gov.uk

To learn more about these rights please see the [ICO website](#).

Further Information

Our Data Protection Officer (DPO) provides help and guidance to make sure we apply the best standards to protecting your personal information. If something goes wrong with your personal information, or you have questions about how we process your data, please contact our Data Protection Officer at DPO@durham.gov.uk or write to:

DPO
Floor 4
Room 143-148
Durham County Council
County Hall
Durham County Council
DH1 5UF

If we have not been able to deal with your query, you can also contact the Information Commissioner's Office:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
0303 123 1113 (local rate)
0162 5 54 5745