

LEICESTERSHIRE

FIRE and RESCUE SERVICE

FAIR PROCESSING AND PRIVACY NOTICE

Photographs and Videos

The categories of the information that we collect, process, hold and share include:

Images and moving images (including voice recordings, video and YouTube footage) of people are classed as personal data when a person can be identified.

Why We Collect and Use This Information

Leicestershire Fire and Rescue Service (LFRS) uses photography and moving images:

- To educate and inform staff and communities
- To recruit staff
- To promote the wide range of work we are involved with
- To promote safety campaigns
- For identification and security purposes
- For training purposes
- For fire investigation purposes
- For meetings of the Combined Fire Authority, which are video recorded and uploaded to our 'YouTube' channel for public viewing

The Lawful Basis on Which We Use This Information

Our lawful reason to collect and use this personal information is with the consent of the data subject or the parent or carer of the data subject (Article 6(1) (a) of the General Data Protection Regulation - GDPR).

The exceptions for this are for:

- Images required for corporate identification such as ID Cards for staff, which is a requirement of their Contract of Employment and for site security reasons
- Video recordings of public meetings in order to make the meetings accessible to members of the public and to aid transparency for our decision making process, which we process in association with our duties under a public task (Article 6(1) (e)) of the GDPR

Collecting This Information

All LFRS staff must ensure that anyone being photographed or filmed is aware of this. We ask permission when taking images of members of the public in which they are clearly identifiable. In particular, when taking photographs of those under the age of 16, staff will gain written consent from their parent, guardian or carer.

However, gaining permission is not always practical at large events such as at large meetings, Fire Station open days and public events; neither is gaining permission of those in the background of a photo or moving image. On such occasions, we will use signage such as posters or leaflets and display them to inform members of the public that photographs are being taken and moving images captured. If someone does not wish for their image to be used, we request that they try to stay out of shot where possible.

Your Rights in Relation to Photos and Moving Images

If you believe you may have been photographed or videoed and would rather not be, please inform the person capturing the images on the day who will determine if they can be deleted, anonymised or whether they need to be retained for a lawful purpose. After the event you can withdraw your consent at any time by contacting a member of the Corporate Communications team emailing corporate.communications@lfrs.org. You will need to provide a date and description of the photo/image to help them find and delete it. Please be aware that it is not always possible to recall all instances of a photo once it is published for practical reasons.

Storing This Information

All rights to the images belong to LFRS. Images may be cropped or modified for quality or combined with other images, text and graphics.

All images will be securely stored on LFRS servers and access is restricted to the Corporate Communications team who may need to use images to carry out their duties. They are processed in accordance with LFRS's Information Security, Data Protection and Photographic Policies and Procedures. They will be kept indefinitely for legitimate reasons (such as historical accounts of events and fire and rescue service history), along with any signed consent form, subject to not infringing on the rights and reasonable expectations of the individual.

Images posted on social media are not routinely deleted, but would be upon request. Staff images for identification purposes are kept in line with our Service Retention Schedule.

Who We Share This Information with and Why

We may publish photos or moving images via our internal staff intranet site or public LFRS website, YouTube channel, social media, or on leaflets, publications or press releases. We do this to help with promoting our work, duty of openness and transparency, recruitment, press and journalism, training and debrief, promoting safety messages and encouraging engagement with the Service.

Contacting Us - Data Protection Information

Our Information Governance Officer has day to day responsibility for data protection and can be contacted by emailing dataprotection@lfrs.org. You may also contact our Data Protection Officer, Thomas Barker (Leicestershire County Council), for further information by emailing informationgovernance@leics.gov.uk.

You can obtain further information about your rights from the Information Commissioner's Office by visiting ico.org.uk or by calling the helpline **0303 123 1113**.