

## **Privacy Notice**

### **Photographs, Sound Recordings and Videos**

This privacy notice is designed to help you understand how and why your image (for this document this includes photographs and videos) or a sound recording is captured and used by us.

Images or sound recordings of individuals, including staff, are personal data where an individual can be directly or indirectly identified.

#### **Why do you need to process my image and how will you use it?**

Staff images are required for the purposes of identification and security, therefore there is a legitimate business purpose for us to take and use an image. It is therefore not based on your consent. For any other purpose, staff would be required to give consent for their image to be captured and used.

Images of members of the public are only taken and used with the individual's consent. These are used for training and / or publicity purposes, which may include any or all of the following: online and printed newsletters/flyers/leaflets, website, social media, corporate publications, staff newsletter, local, regional and national newspapers, displays and exhibitions, similar Fire and Rescue Service campaign or related areas.

Our Fire Investigation Officers may need to take evidential photographs of an incident to provide contemporaneous evidence of the investigation. For further information, please see our Fire Investigation Privacy Notice.

#### **Who will have access to the information?**

Staff images are available on our internal intranet system which all staff have access to, to enable them to identify other employees.

Members of the public images are also available on our internal intranet system so all staff have the ability to use them for publicity purposes.

Images captured for fire investigation purposes are kept in a secure area with restricted access for those who have a role requirement to use them.

#### **How long will you keep hold of my information?**

Staff images for identification purposes are kept until they are replaced with a new one or to the end of employment plus one year.

Members of the public images are kept for a period of five years.

We review Fire Investigation case notes every five years to decide whether they should be further archived; these are reviewed on a case by case basis.

Images posted on Social Media are not routinely deleted, but we would try to delete such images on request.

Other images are reviewed and kept or deleted based on historical importance.

## **Where can I find out more about images you capture and use?**

Further information can be found within our Visual Imaging Policy.

## **Is there anything else I need to know when it comes to my personal information?**

Where the capture and use of the image or sound recording is based on your consent, you have the right to withdraw this, to find out more about the rights you have when it comes to your personal information or who you can contact to discuss it further [click here](#).

## **Who can I contact about my personal information?**

You can contact our Data Protection Officer with regard to any issues related to the processing of your personal information, including exercising any of your rights or making a complaint.

We encourage people to bring to our attention any instances where they think our collection, or use of, information is unfair, misleading or inappropriate.

Data Protection Officer  
Joint Police & Fire Headquarters  
Butterley Hall  
Ripley  
Derbyshire DE5 3RS

Telephone: 01773 305305  
Email: [dpo@derbys-fire.gov.uk](mailto:dpo@derbys-fire.gov.uk)

## **Right to make a complaint to the Information Commissioner's Office**

If you wish to complain about any aspect of the handling of your request, then you should contact our Data Protection Officer at:

Data Protection Officer  
Joint Police & Fire Headquarters  
Butterley Hall  
Ripley  
Derbyshire DE5 3RS

Telephone: 01773 305305  
Email: [dpo@derbys-fire.gov.uk](mailto:dpo@derbys-fire.gov.uk)

If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by our Chief Fire Officer/Chief Executive. Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner. Please note that the Information Commissioner will not investigate your case until our internal review process has been completed.

The Information Commissioner's Office (ICO) is the UK's independent body set up to uphold information rights. You have a right to lodge complaints with them.

To find out more about them, visit <https://ico.org.uk/about-the-ico/who-we-are/>  
To contact them, either visit their website, dial 0303 123 1113 or 01625 545745 or write to them at:

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

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