



## **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 information 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 the Fire Investigations 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 stored on SYFR's secure network, with access restricted to those who need it to perform their role.

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 for end of employment plus one year.

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

Images posted on Social Media are not routinely deleted, but would be upon 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 Images Policy.

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

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 please see our full Privacy Policy, available under ['Your information'](#) on our website.