

**Privacy Notice: Photos Videos and Sound Recordings**

At South Yorkshire Fire and Rescue (SYFR) we are committed to protecting and respecting your privacy. This privacy notice explains why and how we use your information and how we protect your privacy. This notice should be read in conjunction with other specific SYFR privacy notices and other corporate policies and procedures such as our Visual Images Policy.

SYFR is a registered Data Controller with the Information Commissioner and you are welcome to contact our Data Protection Officer by emailing [dataprotection@syfire.gov.uk](mailto:dataprotection@syfire.gov.uk) , by calling 0114 2532456 or by writing to Data Protection Officer, South Yorkshire Fire and Rescue, 197 Eyre Street, Sheffield, S1 3FG

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 SYFR

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

**What type of information will we collect from you?**

There may be occasions during the course of our activities that we collect either still or moving images of you which may identify you. The reasons we may do this are explained in this notice.

**Why do we need your personal information?**

Staff images are required for the purposes of identification and security.

Images of members of the public where they are clearly identifiable and their face is clearly the focus of the image 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. We do not ask for consent when an individual is not clearly identifiable- for example in crowded places.

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.

**How we will collect your personal information?**

We may collect images using photographic or filmmaking equipment, or with a mobile telephone.

**Our legal basis for processing your information**

Processing this information is necessary for compliance with our legal obligations which are:

* UK GDPR Article 5(I)(f) Legitimate interests pursued by the service which means we need to process this information to fulfil our objectives. It is in SYFR’s legitimate interests to take staff images for ID badges for identification and security
* UK GDPR Article 6(1)(a) Consent - Where consent is used as a legal basis this will be documented
* UK GDPR Article 6(1)(f) Legitimate interests pursued by the service which means we need to process this information to fulfil our obligations, in particular under the Fire and Rescue Services (FRS) Act 2004. These obligations include a core function to promote fire safety, reducing yours and others risks from fire, providing advice on actions to take in the event of a fire, safeguarding our community by improving yours and others safety and providing support to improve your health and wellbeing.
* UK GDPR Article 6(1)(e) Public Task. The Fire and Rescue Services Act 2004 places a duty on fire and rescue services to protect life and property from fire. Section 45 to 48 of the Act allows a Fire and Rescue Service to obtain information and investigate fires and provides certain powers to investigate what caused a fire or why it progressed as it did. Therefore, the processing of personal information is necessary to meet our obligations under the Act (exercising official authority vested in us as a controller).

**Who will have access to my 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.

**Why we may need to share your information:**

We may need to share your information with:

* other staff for purposes outlined in this notice
* third parties such as videographers or designers working on our behalf
* when taking legal advice for prospective legal proceedings.
* information may need to be shared as part of a disciplinary / grievance or investigations of a similar nature.

We will not pass on your information to third parties without first obtaining your consent, unless the law and/or our policies allow us to do so for example, in the following circumstances:

* The law states that we can
* There is a risk of serious harm or threat to life
* We are directed by a court of law

**How long will your information be kept:**

We will collect, process and retain your information in accordance with data protection legislation and our policies on data retention – this varies according to statutory requirements and other legitimate business reasons. In the case of :

* 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.

**How to access and control your personal information:**

SYFR have a Data Protection framework in place to ensure the effective and secure processing of your information. For details on how we maintain the security of this and your rights to access the information we hold about you, please refer to our website at [www.syfire.gov.uk](http://www.syfire.gov.uk).

You can find out more about your personal data rights at the Information Commissioners Office Website, or contact them on 0303 123 1113 or by post at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.