



Photography and videography privacy policy

This privacy policy explains how we use any personal information we collect about you when we take your photograph and/or record video of you. One of our responsibilities as a data controller is to be transparent in our processing of your personal data and therefore tell you about the different ways in which we collect and use your personal data.

What information do we collect about you?

We collect personal information in the form of your appearance, voice and distinguishing features through photoshoots and/or recording video of you, and we may also ask to collect identifiable data to allow us to track you in our systems, such as your name and contact details.

How will we use the information about you?

We use your photographs and/or video in our marketing materials related to the research, teaching and reputational promotion of the University of Nottingham. Photographs and video may be published online, in print, used in promotional materials at events or in advertising and broadcast. We may share personal information with partner organisations where they are using data for compatible purposes. We may use your personal details to personalise footage/photos we take of you but we'll only include this if you agree to it. Otherwise we will only use your details to identify you within our system to help us ensure your right to erasure.

How long do we keep your data for?

Image data may be retained in perpetuity as historical and archival records of the University of Nottingham. Where image data is determined to be not appropriate for these purposes, it will be securely destroyed.

Who we share your data with

The University may share your personal data between colleagues and departments who legitimately need access to that information in order to carry out their normal duties to pursue our legitimate interest.

We may use third-party companies to collect and process data, including professional photographers, videographers, design agencies and printing and broadcast services. We may also share data with third parties where they use the data for purposes compatible with the purposes for which the information was originally collected, for example promotion. All third parties must sign a data agreement with us before being allowed to process data ensuring that they treat your data with care.

Sometimes we may wish to pass on photographs and video to the press for wider publication in stories relating to the University of Nottingham and the Higher Education sector as a whole.

We will share data with our campuses in China and Malaysia under the central data handling agreements.

Personal details

Gender: male female other **Nationality:**

Status: staff undergraduate student postgraduate student visitor other

Name: **Student ID if applicable:**

Email: **Telephone:**

Date: am/pm

Legal basis for processing your personal data under the GDPR

Under the GDPR we must establish a legal basis for processing your personal data and let you know what this is. It is in the University's legitimate interest to process your personal data for marketing and promotional purposes.

Your rights

The University of Nottingham is registered as a Data Controller under the Data Protection Act 1998 (registration No. Z5654762 – <https://ico.org.uk/ESDWebPages/Entry/Z5654762>). The University of Nottingham, University Park, Nottingham, NG7 2RD, is committed to protecting your personal data and informing you of your rights in relation to that data. Accordingly, the University will process your personal information in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 and this privacy notice is issued in accordance with the GDPR Articles 13 and 14.

We have appointed a Data Protection Officer. Their postal address is:

Data Protection Officer, Legal Services A5, Trent Building, University of Nottingham, University Park, Nottingham, NG7 2RD. Or they can be emailed at dpo@nottingham.ac.uk

The GDPR provides you, as a data subject, with a number of rights in relation to your personal data.

You have the right to:

- withdraw your consent where that is the legal basis of our processing
- access your personal data that we are processing
- have inaccuracies in the personal data that we hold about you rectified
- be forgotten
- request that the processing of your personal data be restricted
- obtain a copy of your personal data in a commonly used electronic form portability
- object to certain processing activities
- complain to the Information Commissioner's Office about the way we process your personal data

If you require advice on exercising any of the above rights, please contact the University's data protection team on data-protection@nottingham.ac.uk

If you have any questions about photography, please contact the Photographic Team at br-photographic@nottingham.ac.uk or for videography please contact the Digital Team at digicomms@nottingham.ac.uk

We will keep this privacy notice under regular review and we will place any updates on this web page. This privacy notice was last updated on 2 July 2021.

For office use only

Main purpose of session/shoot:

Exact location:

Name of equipment:

Activity taking place:

Event organiser:

Discerning feature of model:

Photographer on shoot: **Headshot image number:**