

PRIVACY NOTICE

Photography and videography

The purpose of this Privacy Notice is to tell you how the university will collect and use your personal data. In addition to this notice, you may be given further information about the uses of your personal data when you use specific services and facilities offered by the University of Gloucestershire.

This Privacy Notice may be updated from time to time to ensure continued compliance with Data Protection legislation and to reflect best practice.

The latest version of the Notice can be found on our [data protection webpage](#).

1. Identity and contact details of the Data Controller

The University of Gloucestershire is registered with the Information Commissioner's Office as a Data Controller and is committed to protecting the rights of individuals in line with Data Protection legislation.

A copy of this registration can be found [on the ICO website](#).

2. Contact details of the Data Protection Officer

The Data Protection Officer is responsible for advising the university on compliance with Data Protection legislation and monitoring its performance against it. If you have any concerns regarding the way in which the university is processing your personal data, please contact the Data Protection Officer at:

Data Protection Officer
University of Gloucestershire
Registrar's Directorate
Fullwood House
The Park
Cheltenham, GL50 2RH

Email: dpo@glos.ac.uk

3. What information do we collect about you?

We collect personal information in the form of your appearance through photoshoots and videography, and we may also ask to collect identifiable data to allow us to track you in our digital asset management system like your name and contact details, the course you study, and year of entry (where applicable). This photography may be captured at events such as

open days, graduation and moving in days, or we may approach you directly for more targeted shoots.

4. How will we use the information about you?

We use your image in our marketing materials and promotion of the University of Gloucestershire. These materials may be published online or in print. Images may also be used for research, teaching, awareness campaigns, training and development, fundraising, reportage or documentary purposes. We will use your other details only to identify you to help us ensure your right to be forgotten, and to allow us to search our digital asset management system.

5. How long do we keep your data for?

Your data will be held in our system for a maximum of eight years from the point of collection, at which point it will be archived and passed to our Special Collections and Archive department, where it will only be used for historical and research purposes (which would be considered compatible lawful processing operations under the GDPR).

6. Who we share your data with

Internal recipients

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.

External recipients

We may use third-party companies to collect and process images and video, including professional photographers, design agencies, and printing services. A full list of 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 photos or videos to the press for wider publication. As part of seeking your consent for marketing activity the university will also ask for your content to press and PR activity.

7. 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 the above purposes.

8. Further information

If you have any questions about photography or videography, or wish to withdraw your consent for use of your image please contact the Content Team content@glos.ac.uk

9. How to make a complaint

If you have queries, concerns or wish to raise a complaint regarding the way in which your personal data has been processed you should contact the Data Protection Officer in the first instance, using the contact details under Section 2 above.

If you still remain dissatisfied, then you have the right to apply directly to the Information Commissioner's Office (ICO) for a decision. The ICO can be contacted at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113

Website: www.ico.org.uk