



## **This privacy notice tells you:**

- What information County Durham and Darlington Fire and Rescue Service are collecting about you
- Why we have collected it
- How it will be used

You can find out about your rights and how we will protect your data in our “Universal Privacy Notice” which can be found on our website.

Information Asset Owner: Communications Manager

Information collection area – Media and Communications

## **How we collect the information about you**

We collect the following types of personal data via photographs and/or audio and video footage.

We may also collect your personal data in a number of other ways:

- Through a consent form (children aged 16 and under and vulnerable adults only)
- By a CDDFRS filming crew or authorised representative e.g. an employed photographer
- For pre-arranged photo opportunities information is collected by the communications team and/or by other CDDFRS services and partners who have a stake in the relevant campaign or event.
- When you provide us with information in relation to your attendance at any of our events;
- When you provide information to us at an incident or community event
- When you contact us

## **Why we are collecting your information**

We are collecting your information to create communications products such as social media posts, advertising, leaflets, digital marketing and printed marketing.

We also collect the information to:

- Communicate with you in formats you have consented to receive and about subjects that you have consented to hear about



- Communicate with you on social media in line with the terms and conditions of those social media sites
- Communicate with you about matters of public interest such as emergency situations affecting County Durham and Darlington.

## How we will use your information

We use your information for the following:

1. Images and footage may be published on any of the following channels:
  - Press and media (including newspapers, magazines, press websites and social media)
  - On our website
  - On our social media feeds including Twitter, Facebook, YouTube, Instagram and LinkedIn
  - In our printed publications such as our corporate documents and/or our staff magazine FireLife.
  - In printed publicity literature such as leaflets, posters or other display materials.
2. We use images to promote services across County Durham and Darlington. The images/footage will often be accompanied by the details of the story you; your child/dependent is helping to promote. When known, e.g. at an organised press event, this could be the full name, age, the area, school or club/organisation the event/activity is taking place in.
3. We will use your image/footage to promote the service/s or events at which they were taken and for wider related service/event promotion. For example, footage taken at the open days or events may also be used to promote our yearly events programme or a photograph taken of children at a school visit may also be used to promote our commitment to fire safety education.
4. If we want to use your image for larger publicity purposes, we will discuss this with you separately. For example, if we wish to use your image on a bus, a billboard, or a suite of campaign posters and leaflets.



## Data subject category

Employees

General Public

Children

Associates of CDDFRS

## What information is being collected?

We may collect:

- Images and videos of you
- Your name, age, address and contact details (email, telephone number and/or postal address)
- Name of group, organisation or school that you are part of.
- If it is for consent for a child aged 16 or under, or a vulnerable adult - the name of the consenter and their relationship to you.
- Correspondence you may send us via social media regarding an incident or event.

## Legal basis for the processing

**Consent:** the individual has given clear consent to us to process their personal data for the specific purposes described above.

**Public task:** the processing is necessary for us to perform a task in the public interest.

## Who we share your information with

Information may be shared with other departments where necessary to follow up a service request.

If your personal information is used on social media that content can be shared by anyone after it is published.

We also routinely share images with our partners for them to use when they are involved in a campaign or event.

They include but are not limited to press agencies e.g. Reach PR, Newsquest NE, Johnstone Press. Partners will be identified on the promotional material related to a



campaign or event.

## How long we hold your information for

Data you share with us on social media is stored on those social media sites. You are advised to **check the privacy notices or terms and conditions of your social media sites** for more information.

Information you voluntarily supplied to us, for us to communicate with you, will be kept until:

- the matter about which we are communicating with you concludes, expires or ceases to be relevant, or
- you ask us to stop communicating with you.

Any photos or videos of you, which you have consented for us to use, will be stored on our ICT systems, however you can request your photo or video to be deleted at any point.

Photos and videos used on social media and other digital formats are deemed 'published' and in the public domain.

Where reasonable and practical we will endeavour to delete such published personal information on request, however we cannot be responsible for any copies of the material created by subsequent sharing by a third party.

## More Information

If you require more information, please contact our Data Protection Officer using the following email address:

[dpo@ddfire.gov.uk](mailto:dpo@ddfire.gov.uk)