

Lancashire Fire and Rescue Service

Privacy Notice for Station Open Day's – taking Photographs and Videos

This privacy notice is designed to help you understand how and why your image (for this document this includes photographs and videos) is captured and used by us. Images of individuals, including staff, are personal data where an individual can be directly or indirectly identified.

Why do you need to process my image and how will you use it?

LFRS may use images captured at a Station Open Day for the following purposes:-

- To promote open days; increase public engagement and promote fire safety messages

And we may use your image on:-

- LFRS's internal / external websites.
- LFRS's social media page (Facebook and Twitter), and digital communications in the form of a press release for acknowledgment of support received at the Open Day.

There is a legitimate business purpose for us to take and use an image for the purposes stated above. 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.

Lawful basis for processing

General Data Protection Regulation

The condition for processing under the GDPR will be:

- **Article 6(1)(f) of the GDPR**, the processing is necessary for the purposes of legitimate interest pursued by the controller, in order to promote open days; increase public engagement and promote fire safety messages.

Automated decision making, including profiling

When Lancashire Fire and Rescue Service process your information, we will not process your data to make a decision by wholly automated means.

Who will have access to the information?

Images of members of the public will be 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?

Images posted on social media are not routinely deleted, but would be upon request.

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

Where the capture and use of the image is based on legitimate interests, you have the right to object. 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, see below.

Your Rights

In certain circumstances the Data Protection Act 2018 will provide you with various rights regarding your personal information, such as the right to;

- Request sight of the information that we are holding on you
- Request the rectification of any inaccurate personal data
- Request erasure of personal data
- Request restriction of processing
- Object to the processing of your data
- Data portability
- Lodge a complaint with the Information Commissioner's Office
- Request to withdraw consent where the processing is based on consent

To find out more about your rights [click here](#).

If you have any concerns or would like to discuss how we use your information, please contact the Knowledge and Information Officer via:

Knowledge and Information Officer (Info Governance)
Service Development Department
Lancashire Fire and Rescue Service
Fire Service HQ
Garstang Road
Fulwood
Preston
PR2 3LH

Email: infogov@lancsfireandrescue.org.uk

Telephone: 01772 866907

You can also contact the Information Commissioner's Office for further guidance or to lodge a complaint at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
www.ico.org.uk

Telephone: 0303 123 1113

Changes to this Privacy Notice

We keep this privacy notice under regular review. It will be reviewed at least once every 3 years and if appropriate, amended to maintain its relevance with changes to legislation and best practice guidelines