

Lancashire Fire and Rescue Service

Privacy Notice – 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 will use staff images for the following purposes:-

- Identification and security – such as staff ID badges
- Your image will also be used to contribute to the smoother running of the Service as a whole, and will assist communication and help staff to get to know each other more readily – this will be achieved by using your image on the staff profiles page on the new Intranet webpage.

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.

Images of members of the public are only taken and used with the individuals' consent. These are used for:

- Internal (LFRS) websites and digital communications, printed material, training and educational material
- External websites, social media and digital communications, printed material, training and educational material
- News media and their associated websites and social media channels including print, television and radio

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 Investigation Privacy Notice.

Lawful basis for processing

General Data Protection Regulation

The condition for processing under the GDPR will be:

- **Article 6(1)(a) of the GDPR**, the data subject has given consent to the processor of his or her personal data for one or more specific purposes.

- **Article 6(1)(f) of the GDPR**, the processing is necessary for the purposes of legitimate interest pursued by the controller, in order to identify staff and provide appropriate access controls to the Service's premises.

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 are available on our internal systems and only accessible by the relevant personnel who have a role requirement to use them. 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.

How long will you keep hold of my information?

Staff images are kept until the end of employment plus one year. Images of members of the public are kept for a period of five years. We review fire investigation case notes every five years to decide whether they should be further archived; these are reviewed on a case by case basis. 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.

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 your consent, you have the right to withdraw this, 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 three years and if appropriate, amended to maintain its relevance with changes to legislation and best practice guidance.

Changes to this privacy notice	
Last review:	27 October 2021
Next review:	27 October 2024