

# Marketing and Public Relations (PR) photos and videos – Privacy Notice



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## What this privacy notice is for

Our core data protection obligations and commitments are set out in the council's primary privacy notice at [www.oldham.gov.uk/dataprotection](http://www.oldham.gov.uk/dataprotection)

This notice provides additional privacy information for:

- The taking of still photographs and video for marketing and PR purposes

## Updating our privacy notices

We may update or revise our privacy notices at any time so please refer to the version published on our website for the most up to date details

## What we use your information for

We collect your personal information for the following purpose(s):

- To promote initiatives, events or information

## What categories of personal information we use

Personal information can be anything that identifies and relates to a living person. This can include information that when linked with other information, allows a person to be uniquely identified. For example, this could be your name and contact details.

The law treats some types of personal information as 'special' because the information requires more protection due to its sensitivity. This information consists of:

- Racial or ethnic origin
- Sexuality and sexual life
- Religious or philosophical beliefs
- Trade union membership
- Political opinions
- Genetic and bio-metric data
- Physical or mental health
- Criminal convictions and offences

In order to carry out these purposes we collect and obtain the following personal information. The nature of data gathered will be entirely dependent on the topic of interviews.

Category of personal data	Special/ Sensitive
Name, address, age, contact and job details	No
Any of the special personal information listed above apart from genetic and/or biometric data	Yes

## **Legal basis for processing**

The legal basis for processing and or sharing your personal information is:

For marketing and communications purposes where the interviewee has given their consent to participate.

## **Information sharing/recipients**

We may share personal information about you by publishing news stories and articles on our website and issuing them to the media.

## **Data transfers beyond EEA**

We do not transfer any of your personal information outside the European Economic Area (EEA)

## **Automated decisions**

All the decisions we make about you involve human intervention.

## **How long we keep your data**

We will keep photography and video content indefinitely as it may have historical significance unless a participant requests that their personal data be deleted.

## **Where can I get advice**

More information on how to seek advice in order to exercise your rights, raise a concern or complain about the handling of your personal information by the council can be found at [www.oldham.gov.uk/dataprotection](http://www.oldham.gov.uk/dataprotection).