



Photography Privacy Policy

This privacy policy explains how we use any personal information we collect about you when we take photos. One of our responsibilities as a data controller is to be transparent in our processing of your personal data and therefore tell you about the different ways in which we collect and use your personal data.

What information do we collect about you?

We collect personal information in the form of your appearance and distinguishing features through photoshoots, and we may also ask to collect identifiable data to allow us to track you in our Digital Asset Management (DAM) system like your name and contact details. When we do collect this information, it will be provided directly by you.

How will we use the information about you?

We use your image in our marketing materials related to the research, teaching and reputational promotion of the University of Nottingham. These materials may be published online or in print. We will use your other details only to identify you within our DAM system to help us ensure your right to erasure.

How long do we keep your data for?

Your data will be held in our system for eight years from the point of collection, at which point it will be archived and passed to our Manuscripts and Special Collections department, where it will only be used for historical and research purposes (which are not protected under the General Data Protection Regulation (GDPR)).

Who we share your data with

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.

We may use third-party companies to collect and process data, including professional photographers, design agencies, and printing services. A full list of these third parties is available from External Relations upon request, and 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 to the press for wider publication. In such circumstances we will always contact you to let you know this is happening, and to ensure you are happy for us to proceed.

We will share data with our campuses in China and Malaysia under the central data handling agreements.

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 marketing and promotional purposes.

Personal details

Gender: male female other **Nationality:** _____

Status: staff undergraduate student postgraduate student visitor other

Name: _____ **Student ID if applicable:** _____

Email: _____ **Telephone:** _____

Date: _____ **am/pm**

Your rights

The University of Nottingham is registered as a Data Controller under the Data Protection Act 1998 (registration No. Z5654762 – <https://ico.org.uk/ESDWebPages/Entry/Z5654762>). The University of Nottingham, University Park, Nottingham, NG7 2RD, is committed to protecting your personal data and informing you of your rights in relation to that data. Accordingly, the University will process your personal in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 and this privacy notice is issued in accordance with the GDPR Articles 13 and 14.

We have appointed a Data Protection Officer. Their postal address is:

Data Protection Officer, Legal Services A5, Trent Building, University of Nottingham, University Park, Nottingham, NG7 2RD.

Or they can be emailed at dpo@nottingham.ac.uk

The GDPR provides you, as a data subject, with a number of rights in relation to your personal data. You have the right to:

- withdraw your consent where that is the legal basis of our processing
- access your personal data that we are processing
- have inaccuracies in the personal data that we hold about you rectified
- be forgotten
- request that the processing of your personal data be restricted
- obtain a copy of your personal data in a commonly used electronic form portability
- object to certain processing activities
- complain to the Information Commissioner's Office about the way we process your personal data

If you require advice on exercising any of the above rights, please contact the University's data protection team on data-protection@nottingham.ac.uk

If you have any questions about photography, please contact the Photographic Team at br-photographic@exmail.nottingham.ac.uk

We will keep this privacy notice under regular review and we will place any updates on this web page. This privacy notice was last updated on 30 April 2018.

For office use only

Main purpose of photoshoot: _____

Exact location: _____

Name of equipment: _____

Activity taking place: _____

Event organiser: _____

Discerning features of model: _____

Photographer on shoot: _____ Headshot image number: _____