

## **PHOTOGRAPHY AND VIDEO PRIVACY STATEMENT**

The University of Suffolk takes photographs and video for marketing and community-building purposes. Photos and video footage are used to provide information about life and opportunities at Suffolk and to promote the University's courses, research and other activities to audiences including current and potential UK and international students, parents, the public, policymakers, and other stakeholders. Events and activities which may be photographed/filmed range from Graduation, Open Lectures and careers events to course-related practicals/trips and Students' Union socials.

While we seek individuals' written consent if they are to feature prominently in images or video on our website, presentations or printed materials, the transient nature and frequency of social media posts means we will normally rely on legitimate interests as our lawful basis for processing (see below) when capturing content for social media.

Where practical, and if an individual is featuring prominently on social media, we will ask them to complete an electronic consent form.

### **Our lawful basis for processing**

#### **Legitimate interests**

We have a legitimate interest to be able to promote the University using photos and videos for marketing and promotional purposes. We make every effort to ensure you are aware when photography / filming is taking place and to minimise any privacy impact. You are able to opt out of photography / filming as explained below. Where relying on legitimate interests and as appropriate, we will use 'depth of field', and distance/ framing to avoid direct identification to minimise privacy impact.

#### **Consent**

Where appropriate, when you are the subject of a photo or video, we will seek your consent to photograph / film you. This will be done with specific electronic consent forms, very rarely these may be paper based. Our general electronic consent form for photography / videography can be seen here (<https://forms.office.com/e/0uJSG2BHwv>). We will rely upon this lawful basis where you are more prominently featured within the photography / videography.

### **Withdrawing consent or opting out**

#### **Prior to events**

Where possible, we will inform those attending prior to an event that photography/ videography will be taking place via the booking form, email invitation or via the University website. If you wish to opt out, please inform the event organiser prior to the event.

#### **During the event**

There will be signage in key areas explaining our policy and how to opt out of photography and videography. Where appropriate, we will also include this in the 'event housekeeping' announcement.

#### **After the event**

If you are clearly identifiable in photos/videos of the event, you can request that the

image(s)/footage be taken down from the University's website or social media sites. You can also request that images and footage of you are deleted. While this is not an absolute right, we will endeavour to ensure you are no longer identifiable.

## **Obtaining interviews and quotes**

When we seek to identify an individual in an image, video or by using a written or recorded comment/interview, we may include information including first name/surname, year and course of study (students), job and employer name (alumni/stakeholders). In these situations, we will obtain written consent prior to use.

## **How will we use your data?**

Your image may be used in printed media, such as prospectuses, guides, posters and adverts, and/or in non-University publications such as newspapers. Images and video content may also be used on websites or social media channels managed by the University or its academic partners, external news organisations or external partners. Images/video may also be used around the University campus, for example on banners or information screens, and at external events, such as on Powerpoint presentations. Video footage or quotes may be edited to keep them concise. When editing, we won't change your meaning.

This content may be available to the general public at any point in the future.

If images or video are to be shared with external organisations for any purpose other than to promote the University or its academic partnerships, then a separate consent form will be required.

## **Your rights in relation to your data**

Under the UK General Data Protection Regulation, you have a right of access to your data, to have your data erased (in certain circumstances), and a right to withdraw consent (where this applies).

To exercise these rights, please contact [datagovernance@uos.ac.uk](mailto:datagovernance@uos.ac.uk)

In these circumstances we will stop using your image/footage, remove it from our website (if applicable) and delete it from our image library and marketing data files. Please note that we will not be able to remove it from materials already published.

## **Staff photos/videos**

The above guidance for event photography/videography also applies to internal-only events.

If photos/videos are being taken which feature staff, the intended usage will be made clear. Staff members also have the right to object to their photo or video being included or to ask for it to be removed.

## **Questions**

If you have any questions regarding this policy, please contact [communications@uos.ac.uk](mailto:communications@uos.ac.uk)

## **Data Protection Resources**

- ICO resources <https://ico.org.uk/>
- University information regarding Data Governance [University of Suffolk Data Governance](#)