

**MARKETING IMAGES**

**Privacy Notice**

20-09-2018

1. **Introduction**

This privacy notice explains how the Council uses your images for marketing materials promoting the Council and its services.

1. **What types of personal data do we need from you?**

* Email address
* Forename
* Image (e.g. facial photo)
* Post code
* Postal address
* Surname

1. **What types of special category personal data do we need from you?**

* The photographic image may evidence any of the following:
* Physical or mental health details
* Racial or ethnic origin
* Religious or other beliefs of a similar nature
* Sexual orientation

1. **What personal data have we obtained from other sources?**

None

1. **What are the purposes for which we will use this information? And what is the legal basis that allows us to do so?**

**Purposes:**

* to help provide information about Council services
* to market and promote the Council and its services.

**Legal basis:**

Our legal basis for processing your personal data is consent.

Our legal basis for processing your special category personal data is explicit consent.

1. **What will happen if you do not provide/we cannot obtain the personal data needed?**

We will not publish any images where consent has not been obtained

1. **Who else will use your personal data for this service/initiative?**

We do not share these images we any other individuals or organisations.

1. **Who else may we share your information with?**

None

1. **May personal data be transferred overseas?**

The Council may for operational purposes transfer personal data overseas. In these cases, we will ensure that your personal data is protected and there are safeguards for the protection of your rights. Please refer to the [County Council’s privacy statement](http://www.nottinghamshire.gov.uk/global-content/privacy) for further details.

1. **How long is your data kept for?**

This information is held in accordance with the Council’s retention schedule – see [here](http://www.nottinghamshire.gov.uk/policy-library/49209/recrds-retentionhttp:/www.nottinghamshire.gov.uk/policy-library/49209/recrds-retention).

1. **Does the service make decisions using fully automated processes?**

No.

1. **What rights do you have over this use of your data?**

* To be informed about how we use your data
* To access a copy of your data that we process
* To have us rectify or correct your data that we process
* To restrict our processing of your personal data
* To have your personal data erased
* To ask that we transfer the information you gave us to you or another organisation (data portability)
* To withdraw your consent to our processing of your data (if you do not know how to do this please contact the Council – see details below)

Some of these rights are subject to exceptions. Please refer to the [County Council’s privacy statement](http://www.nottinghamshire.gov.uk/global-content/privacy) for further details.

**Contact the Data Protection Officer:**

If you have any concerns about how the Council is using your data you can contact the Council’s Data Protection Officer by writing to:

Data Protection Officer

Nottinghamshire County Council

County Hall

West Bridgford

Nottingham

NG2 7QP Or email: [DPO@nottscc.gov.uk](mailto:DPO@nottscc.gov.uk)

Please see the County Council’s privacy statement for further information:

<http://www.nottinghamshire.gov.uk/global-content/privacy>

**Contact details of the Information Commissioner’s Office:**

If you are unhappy with how your data has been processed by the Council or you feel your data protection rights have been breached you have the right to complain to the Information Commissioner’s Office at:

Wycliffe House  
Water Ln  
Wilmslow  
SK9 5AF or via [www.ico.org.uk](http://www.ico.org.uk/)