



## Photography and videography privacy policy – for parents

This privacy policy explains how we use any personal information we collect about your child when we take photographs or record video. 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 your child?

We collect personal information in the form of your child's appearance, voice and distinguishing features through photoshoots and filming video, and we may also ask to collect identifiable data to allow us to locate your child's data like their name and your contact details. When we do collect this information, it will be provided directly by you. Sometimes we may ask for your child's name to personalise the footage we take of them, but we'll only include this if you agree to it.

### How will we use the information about your child?

We use your child's photographs and/or video in our marketing materials related to the research, teaching and reputational promotion of the University of Nottingham. Photographs and video may be published online, in print, used in promotional materials at events or in advertising and broadcast. We may share personal information with partner organisations where they are using data for compatible purposes. We may use your child's personal details to personalise photos/video we take of them but we'll only include this if you agree to it. Otherwise we will only use your child's details to identify them within our system to help us ensure their right to erasure.

### How long do we keep your data for?

Image data may be retained in perpetuity as historical and archival records of the University of Nottingham. Where image data is determined to be not appropriate for these purposes, it will be securely destroyed.

### Who we share your data with

The university may share your child's 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, videographers, design agencies, and broadcast services.

We may also share data with third parties where they use the data for purposes compatible with the purposes for which the information was originally collected, for example promotion. 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 you and your child's data with care. Sometimes we may wish to pass on photographs and video to the press for wider publication in stories relating to the University of Nottingham and the Higher Education sector as a whole. We will share data with our campuses in China and Malaysia under the central data handling agreements.

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### Personal details

**Name of child:** ..... **Age of child:** .....

**Gender of child:** male female other **Nationality of child:** .....

**Name of parent or guardian:** .....

**Email of parent or guardian:** .....

**Telephone of parent or guardian:** ..... **Date:** ..... am/pm

## 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 interest to process your personal data for marketing and promotional purposes.

## 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](mailto:dpo@nottingham.ac.uk)

The GDPR provides you, as a data subject, with a number of rights in relation to your personal data.

You and your child 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](mailto:data-protection@nottingham.ac.uk)

If you have any questions about photography or videography, please email [content@nottingham.ac.uk](mailto:content@nottingham.ac.uk)

We will keep this privacy notice under regular review and we will place any updates on this web page: [nottingham.ac.uk/governance/records-and-information-management/gdpr-overview.aspx](https://nottingham.ac.uk/governance/records-and-information-management/gdpr-overview.aspx)

This privacy notice was last updated in February 2024.

**For office use only**

**Main purpose of session/shoot:** .....

**Exact location:** .....

**Name of equipment:** .....

**Activity taking place:** .....

**Event organiser:** .....

**Discerning feature of child:** .....

**Photographer on shoot:** ..... **Headshot image number:** .....