



## Privacy Notice: Photography, video and audio

Bristol City Council is the data controller for the purposes of the Data Protection Act 2018 and other regulations including the UK General Data Protection Regulation (UK GDPR), which means it determines what your personal data is used for and why it is collected.

The purpose of this privacy notice is to tell you about how we collect and use personal data in connection with our service. We may update this privacy notice from time to time. When we do this, we will communicate any changes to you and publish the revised privacy notice on our website.

Our main address is City Hall, College Green, Bristol, BS1 5TR and our contact details can be found on the [Bristol City Council website](#)

### What data we need to collect and use?

To provide this service, we will collect and use some or all of the personal information below:

- Name
- Email address
- Phone number
- Photography, video and/or audio recordings

### How do we use your personal information?

Bristol City Council often uses photography, video and audio recordings to promote the city, our services, policies, campaigns, consultations and events. Names could also be published alongside the media, although we will inform you in such instances. We use these in a wide range of ways such as:

- printed material including publications, exhibitions, posters and advertising
- social media, including Twitter, Facebook, YouTube and Instagram
- digital material including presentations, publications, websites\*, television and radio

\* Your images will be subject to the Privacy Policy of the website in question and may be visible outside the United Kingdom, where UK law applies.

Email addresses and phone numbers are only used to help identify data subjects, if queries arise regarding the data or if we wish to ask for a renewed consent form to effectively extend the retention period. They will not be published without an additional agreement.

We sometimes work with freelance photographers, videographers and audio recorders to produce this material for us. That person may be asking you to give permission on our behalf. They will not hold this information but will pass it to Bristol City Council.

### Who else might we share your personal information with?

Sometimes we may need to share your information, but we will only do so where we have a valid legal basis to do so. We will only share the minimum information for each circumstance. We may share some of your personal information with one or more of the following:

- organisations working on our behalf or helping to deliver our services and communications
- public sector partners such as central government, local government, higher education, schools, NHS and private run public services



## What is the legal basis for our use of your personal information?

Our legal basis for using your personal information is consent.

You can see a list of the full legal bases we may rely on by looking at our [main privacy notice](#).

## How long will we keep your personal information?

We will hold this information for as long as it is needed, or if we are required to do so by law. In practice this means that your personal information may be retained for the maximum relevant period of 3 years.

After this, your personal information should be deleted. Once your photo, video footage or audio recording has been used we will not be able to recall it (for example, if it has already been printed in a magazine or has been used on a website or online document).

If, at a later date, you complete a new media release form for the same media, then the retention period will effectively be extended to 3 years from the date this is completed.

## Your rights as a data subject

The law gives you a number of rights to control what and how personal information is used by us, including the right to access a copy of your personal information and withdraw your consent when we rely on your permission to use your personal data.

Full details about your rights can be found in our [main privacy notice](#). If you are unable to access our digital Privacy Notice, please [contact Citizens Services](#) whom will be able to send a hard copy.

To update, correct or request we no longer use your media or other personal information, please contact the officer named on your media release form. If you cannot make contact with this officer, please [contact Citizens Services](#).

To access a copy of your personal information, more details and how to make a request can be found on the [data protection subject access requests page on the council website](#).

You can exercise any of these rights, ask questions about how we use your personal data or complain by contacting us at [data.protection@bristol.gov.uk](mailto:data.protection@bristol.gov.uk) or by writing to our data protection officer at:

Data Protection Officer  
Information Governance  
Bristol City Council  
City Hall  
College Green  
Bristol  
BS1 5TR

If you think we have dealt with your information inappropriately or unlawfully, you have the right to complain to the ICO at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Website: <https://ico.org.uk/>