

## Event Privacy Notice

### Event photography and filming

When taking photographs/filming at events, we display notices at the venue to inform participants of this. These notices advise event attendees in advance that photography/filming will be taking place, and how they can notify us if they do not wish to be photographed/filmed.

This process is used at events with multiple individuals, where it would be impractical and disproportionate to obtain signed consent forms for all individuals.

### Individual consent forms

With the exception of events, as detailed above, we obtain signed consent forms for individuals for photography/filming. Below is a copy of the full privacy notice.

### Privacy Notice

This Notice explains how Swan Housing Association (Swan) will use your photograph(s)/film(s) for marketing and promotional activities and the range of marketing channels Swan may use. This includes, but is not limited to print and digital media formats including:

- **Magazines and publications to promote Swan, residents experience**
- **Swan's websites and associated microsites**
- **Direct mail**
- **Posters**
- **Banners**
- **Film**
- **Social media - across all platforms such as Facebook, Twitter, Instagram, LinkedIn, Snap Chat, Google + and YouTube and other social media platforms that Swan may use**

**Please note:** Swan offers a number of specialist services. We may use your photograph(s)/film(s) to support the promotion of these Services.

### Storage

The photograph(s)/film(s) will be stored securely on Swan's network and access is controlled and will be limited. All staff receive training on data protection and how to handle data securely.

### Duration

The photograph(s)/film(s) will be held for a duration of two years. If we wish to continue using the photographs after this time, we will contact you to obtain consent. We will not sell or share the photograph(s)/film(s) to third parties for their commercial purposes.

### Sharing your data involving other countries

Sometimes to achieve the purposes for which we are processing your photograph(s)/film we may need to share these with other organisations based within the UK, or if outside the UK, only where we are sure that your personal data is protected to the same standard as it would be protected in the UK.

Please note that all images, photograph(s) and film(s) used on our website are accessible from outside the UK.

## Legal basis for processing

The organisation responsible for looking after your personal data (the “Data Controller”) is Swan Housing Association. Swan will collect the following categories personal data: personal details, email, contact details, visual images, video, obtained from the photography/filming.

We will process your personal data in accordance with the UK General Data Protection Regulations (“UK GDPR”) or any successor legislation to the UK GDPR or the Data Protection Act 2018. The legal basis under which processing of personal data may take place is your consent.

## Your rights to the data

As a person whose personal data we are processing, you have certain rights in respect of that personal data; you have the right:

- To withdraw consent;
- To access your personal data that we process;
- To rectify inaccuracies in personal data that we hold about you if it is inaccurate or incomplete;
- To request the deletion or removal of your personal data where there is no compelling reason for its continued processing;
- To restrict the processing of your personal data in certain ways;
- To obtain your personal data for reuse;
- To object certain processing of your personal data;
- To complain to the Information Commissioner’s Office about the way in which we process your personal data. Please visit: [www.ico.org.uk](http://www.ico.org.uk).

Please visit [www.swan.org.uk](http://www.swan.org.uk) to view Swan’s privacy notice which may be updated from time to time. For further queries please contact Swan’s Data Protection Officer by emailing [dpo@swan.org.uk](mailto:dpo@swan.org.uk) or calling 0300 3032500.

Organisations that handle personal information must comply with a set of principles to ensure that it is:

- **Fairly and lawfully processed**
- **Processed for limited purposes**
- **Adequate, relevant and not excessive**
- **Accurate and up to date**
- **Not kept for longer than is necessary**
- **Processed in line with the individual’s rights**
- **Secure**
- **Not transferred to other countries without adequate protection**

Please visit <https://ico.org.uk/> for further information on Swan’s responsibilities and obligations as set out by the Information Commissioner’s Office