

## Marketing Images Privacy Notice

### Introduction

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

### Who will be using your data?

Nottinghamshire County Council will be the data controller for the data you provide to us.

We may also contract third party organisations to process your data on our behalf.

### What personal data do we use?

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

### 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

### Why do we use your data?

- To help provide information about Council services
- To market and promote the Council and its services.

### What legal reasons allow us to use your data in this way?

Our legal basis for processing your personal data is consent.

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

### Who may we share your data with or receive it from?

- We do not share data relating to marketing.

### 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](#) for further details.

### **How long is your data kept for?**

This information is held in accordance with the Council's retention schedule – see [here](#).

### **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

### **Does the service make decisions using fully automated processes?**

No.

### **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 object to the use of your data
- To have your personal data erased
- To request that we transfer your information to you or another organisation
- To object to fully automated decision making
- To withdraw your consent (if it the legal reason why we use your data).

Some of these rights are subject to exceptions. Please refer to the [County Council's privacy statement](#) part 10 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:

[DPO@nottsc.gov.uk](mailto:DPO@nottsc.gov.uk)

Or

Data Protection Officer  
Nottinghamshire County Council  
County Hall  
West Bridgford  
Nottingham  
NG2 7QP

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:

[www.ico.org.uk](http://www.ico.org.uk)

Or

Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF

Last updated: 14/06/2019