

How we will use your information

Photography, video and other media: Community activities

This privacy information note explains the information the London Fire Brigade ("we") are collecting about you, why we have collected it and how it will be used. This privacy note should be read along with our "General privacy notice" which explains more about who we are, our role in data protection and what rights you have.

Process owner: External communications and Campaigns

This notice relates to the following categories of data subject: Customer & Service user, Member of public

Why we are collecting your information

We use photographs, images, recording and other media for a range of activities. These include promoting safety and wellbeing advice to the public, training our staff and other organisations we work with, promotional activities to publicise the work of the LFB and its services, capturing live operational incidents and to create a permanent historical archive. These materials are used in printed publications, in news articles, in videos and presentations, on social media and websites and on posters, billboards and other advertising.

What happens if I do not want my information collected

There are no significant impacts or consequences of not providing your information. If you do not want to be part of the activity where the photography, filming or recording is taking part then let the person in charge of the event know. This may mean that you are unable to undertake the activity where the information is being collected or it may mean that you are excluded from the activity for a short period of time.

What information is being collected

The information we are processing fall into the following categories of personal data:

Categories of personal data

- Personal details
- Personal features
- Narrative data

Legal basis for the processing

Before we process your data we need a legal basis for doing so. In this case, the basis for processing your personal data is that we have a legitimate interest in using photographs, images, recording and other media to promote our services and as part of our core business.

This covered under the Data Protection law below:

General Data Protection Regulation (EU) 2016/679 [reference to Article 6.1(f)]

- processing is necessary for the purposes of the legitimate interests pursued by the controller.

How we collect the information about you

We collect the information directly from you. If you are a child (under 16) then the information may come from a parent, guardian or other responsible adult.

Who we share your data with

Your information will be shared publicly. The information may be available outside of the United Kingdom.

How long we hold your information for

We will hold your information for as long as it remains relevant to the event and then retaining it permanently as part of the Brigades historical archive once they are no longer appropriate for the current use.

Automated decision making

The information we have collected will not be used to make any automated decisions about you.