

Corporate Communications and Marketing – Privacy Notice

To deliver our services effectively, the Corporate Communications and Marketing Team at Essex County Fire and Rescue Service (ECFRS) may need to collect personal data about you. Personal data refers to any information with which a living individual can be identified. Images and moving images (including voice recordings) of people are classed as personal data when a person can be identified. ECFRS is committed to protecting your personal data. This privacy notice explains how we use information about you and how we protect your privacy. The processing of personal data is governed by the Data Protection Act 2018.

Categories of information we collect, process, hold and share

- Photographs
- Moving images (video)
- Voice recordings (audio)
- Individual details – name, job title, place of work, contact number, email address

Why we collect and use this information

The Corporate Communications and Marketing Team uses photography, video and audio:

- To promote the work we do
- To promote safety campaigns
- To educate, inform and engage with our staff and the communities we serve
- To recruit staff
- To train staff
- For identification and security purposes in our buildings
- To evaluate the effectiveness of our communication activities

The Corporate Communications and Marketing Team uses individual details:

- To log enquiries from local and national media outlets on a secure database
- To respond to enquiries from local and national media outlets
- To evaluate the effectiveness of our communications activities

Legal basis on which we use this information

Our lawful reason to collect and use this personal data is with your consent or that of a parent or carer of the individual if they are under the age of 16 - General Data Protection Regulation (GDPR).

The exception to this is for images required for identification and security purposes e.g, ID cards for staff which is a requirement of their Contract of Employment and for site security reasons.

Collecting this information

All ECFRS staff must ensure that anyone being filmed, photographed or recorded is aware. We seek written consent from individuals when taking photographs in which they are clearly identifiable via our 'photography, filming and recording consent' forms.

When taking photographs of individuals under the age of 16, we will gain written consent from their parent, carer or guardian.

Gaining permission is not always practical at large scale events and it is likely individuals will appear in the background of photographs. In these situations we will inform members of the public that photographs are being taken by displaying messages on posters and billboards. Anyone who does not wish to be photographed is asked to inform the photographer of their objection and to take action to stay out of shot where possible.

Members of the media are made aware that their name, job title, place of work, contact number and email address are taken from them and logged following the submission of an enquiry.

Names and profile images associated with comments made on social media are in the public domain and maybe collected by ECFRS as part of wider evaluation of the effectiveness of our communications activity.

Storing this information

All rights to the images belong to ECFRS. Images may be cropped, edited, modified or combined with other images, text and graphics.

All images and screengrabs will be stored on a secure computer network and access is restricted to the Corporate Communications and Marketing team. The images are held in accordance with ECFRS' Information Security and Data Protection policies and may be used for up to five years from the date of signing (subject to not infringing on the rights and reasonable expectations of the individual).

Images posted on social media are not routinely deleted but can be upon specific request.

All personal details for media representatives are stored on secure media database software, access to which is restricted to the Corporate Communications and Marketing team. These details are not routinely deleted but can be upon specific request.

Who we share this information with

We may publish photos, videos or audio for:

- Internal communications - Daily news stories, newsletters, posters and desktop images
- Digital communications – Our public-facing ECFRS website and social media channels including YouTube, Instagram, Twitter and Facebook
- Publicity – marketing materials including leaflets, posters, press releases and other publications
- News media – print, television and radio and their associated websites and social media channel

We do not publish media representatives' personal details or those of our social media followers. However social media followers should expect a post could be re-tweeted or shared on ECFRS' channels.

Your rights

If you believe you have been photographed and would rather not be, please inform the photographer at the time so that they can delete the photograph.

You have the right to withdraw consent at any time by calling the Corporate Communications and Marketing Team on 01376 576 000, emailing corp.comms@essex-fire.gov.uk or writing to Corporate Communications and Marketing, Kelvedon Park, Rivenhall, Essex, CM8 3HB.

Please be aware that it is not always possible to recall and delete all instances of a photograph once it has been published.

You have the right to request that your personal details be removed from our media database at any time by calling the Corporate Communications and Marketing Team on 01376 576 000, emailing corp.comms@essex-fire.gov.uk or writing to Corporate Communications and Marketing, Kelvedon Park, Rivenhall, Essex, CM8 3HB.

Contact Details

To exercise all relevant rights, queries or complaints, please contact the Essex County Fire and Rescue Service Data Protection Office by calling 01376 576265 or emailing informationgovernance@essex-fire.gov.uk

You can also contact the Information Commissioners Office at ico.org.uk, by calling 0303 123 1113 or emailing casework@ico.org.uk The office can also be reached in writing to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.