

Privacy Notice (How we use your information)

Creative Economy- Culture and Tourism

Photography at Events

The Creative Development Teamwork with other teams throughout the council to organise, promote or sponsor a number of free and paid for events, for the public and/or businesses throughout the year.

Major projects include the Cultural Heart as part of 10-year regeneration of Huddersfield through the Huddersfield Blueprint; Woven 2023; and Kirklees Year of Music 2023. These projects will incorporate the development of a new cultural centre, [library](#), and sound space to help bring the community of Kirklees together and create a long-lasting legacy for future generations.

We aim to use photographs and film to promote services, campaigns and information, and host events to inform the public; encourage take-up of services or consultations; change behaviours; and enhance Kirklees as a whole.

The categories of information that we collect, process, hold and share include:

- Personal information
- Name
- Age
- Contact details (email address and/or telephone number)

We may ask you to provide a general description of yourself in the footage captured to help identify you within the image.

N.B. - We will never display your name or any additional personal information about you alongside your image, unless in exceptional circumstances and only then with your specific consent (such as a competition winner).

Why we collect and hold this information

We use this personal data to:

- Promote and market future events;
- Develop a historic record of the events and regeneration of Kirklees for archives. Many of the events we promote potentially hold historic significance. Footage (video, voice or photographs) may be offered to the West Yorkshire Archive Service where the material is judged to be of historical importance.

The lawful basis on which we use this information

Under Article 6 of the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

6(1)(a) Your consent. You are able to remove your consent at any time. You can do this by contacting events@kirklees.gov.uk.

How we store your personal information

Your information is safely stored on Kirklees Council's secure network drives, encrypted software and with access restricted to only those who have the relevant permission.

Your consent is sought in relation to information we collect and when collecting your consent, we will advise how long we intend to retain your information for - generally two years - and you will always have the option to remove your consent at any point.

In some exceptional circumstances, where we know a project will be on going for a longer time frame, we will seek your consent to retain your information for the duration of that project. This will be made clear in any consent form that you sign. You can still remove your consent at any time during that time.

Who we may share your information with

We may sometimes share the information we have collected about you where it is necessary, lawful and fair to do so. In each case we will only share the minimum amount of information, only when required, for the following reasons:

- To promote all events organised by Kirklees Council.
- As a marketing and promotional tool.
- To safeguard vulnerable children and young people
- To aid with the detection and prevention of crime

Where you have consented to your information being published online, it can be seen throughout the world, not just in the United Kingdom where UK law applies. It may be copied and shared by others. We do not have control of this and if you withdraw your consent, we will remove your information from our platforms, but we cannot remove it from other places where it has already been saved or shared.

Where materials have been published in leaflets or promotional materials, we cannot withdraw all materials that are already in circulation; however, we will remove your details from future print runs.

We may share your information with (and only where you have consented to this):

- Other services within Kirklees Council (for service specific initiatives and only where you have consented to this).
- West Yorkshire Archive Service
- Our partners (e.g.: third party organisations involved in publishing materials, specific organisations involved in the event, campaign or service initiative).

Key partners/promoters and/or sponsors will be identified within our event material.

At no time will your information be passed to organisations external to us, or our partners, for marketing or sales purposes.

Opting out – at the event

Attendees or participants have the right not to appear in an identifiable way in photography and/or filming. When taking photographs and/or filming at events etc, we display notices to inform you of this and how you can notify us if you do not wish to be photographed and/or filmed (see the opt-out examples below).

Examples of how to opt-out include:

- reading signage to place yourself in a photography/filming free zone.
- choosing to stand out of shot.
- asking the photographer not to include you / speaking to the organiser about your wish not to be photographed and/or filmed.
- where relevant, our Events Staff wearing hi-vis jackets can offer coloured wristbands for you to wear, to indicate that you do not want to appear in photos and/or be filmed.

Your data protection rights

Under data protection law, you have a number of rights, including the right to have your records rectified and the right to ask for access to all the information the Council holds about you. These rights are listed in more detail on [Kirklees Council's data protection rights page](#).

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at Data.protection@kirklees.gov.uk if you wish to make a request.

Further information

If you would like further information about how we manage your data, please see the [Kirklees Council privacy notice](#).

If you would like further information about this privacy notice, please contact: events@kirklees.gov.uk

If you have any worries or questions about how your personal data is handled, please contact the Data Protection Officer at DPO@kirklees.gov.uk or by ringing 01484 221000.

You can also complain to the ICO if you are unhappy with how we have used your data. You can contact the ICO via the [‘Contact us’ page on their website](#), or by ringing 0303 123 1113.