



**CAMBRIDGESHIRE  
FIRE & RESCUE SERVICE**  
*Working together to improve community safety*

## Photographs and Videos

This privacy notice relates to the Images and moving images (including voice recordings, video and YouTube footage) collected by Cambridgeshire Fire and Rescue Service. Such images are classed as personal data when a person can be identified.

## Why We Collect and Use This Information

Cambridgeshire Fire and Rescue Service (CFRS) uses photography and moving images:

- To educate and inform employees and communities;
- To recruit staff;
- To promote the wide range of work we are involved with;
- To promote safety campaigns;
- For identification and security purposes;
- For training purposes;
- For fire investigation purposes;
- For meetings of the Combined Fire Authority, which are video recorded and uploaded to our 'YouTube' channel for public viewing.

## The Lawful Basis on Which We Use This Information

CFRS has due regard to the Data Protection Act 2018, the UK General Data Protection Regulation (UK GDPR) and any subsequent data protection legislation. The lawful basis for processing is set out in Article 6 of the GDPR.

At least one of these must apply whenever the Service is processing your personal data:

**UK GDPR Article 6(1)(a) Consent:** the data subject has given consent to the processing of his or her personal data for one or more specific purposes.

**UK GDPR Article 6 (1) (b) Performance of a contract:** processing is necessary for the performance of a contract to which you are a party, or in order to take steps at your request

prior to entering into a contract. This would include, images required for corporate identification such as ID Cards for employees, which is a requirement of their contract of employment and for site security reasons.

**UK GDPR Article 6(1)(c) Legal obligation:** the processing is necessary for us to comply with the law (not including contractual obligations);

**UK GDPR Article 6(1)(e) Public Task:** the processing is necessary for us to perform a task in the public interest or for our official functions as a Fire and Rescue Service, and the task or function has a clear basis in law. Some of the tasks performed by the Service are published in the Fire and Rescue Services Act 2004. For example: video recordings of public meetings in order to make the meetings accessible to members of the public and to aid transparency for our decision making process.

**UK GDPR Article 6(1)(f) Legitimate interests:** the processing is necessary for our legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect the individual's personal data which overrides those legitimate interests.

Where we process special category data about you, we rely on the following lawful basis:

**UK GDPR Article 9(2)(a) Consent:** the data subject has given explicit consent to the processing of those personal data for one or more specified purposes.

**UK GDPR Article 9(2)(d) Legitimate interests:** processing is carried out in the course of its legitimate activities with appropriate safeguards by a foundation, association or any other not-for-profit body with a political, philosophical, religious or trade union aim and on condition that the processing relates solely to you and that your personal data is not disclosed outside that body without your consent.

**UK GDPR Article 9(2)(e) Information you have made public:** processing relates to personal data which has been manifestly made public by you.

**UK GDPR Article 9(2)(f) Defence of legal claims:** processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity. This includes that relating to information, people, property and vehicles.

**UK GDPR Article 9(2)(g) Substantial public interest:** processing is necessary for reasons of substantial public interest.

Where consent is given, there must be a clear and specific statement of consent and we must make it clear to the individual what they are giving us their consent to process their sensitive data for and who we may share it with.

You can tell us at any time to stop using that information by withdrawing your consent. You can write to us or email us. If you do tell us to stop using that personal information, this may affect any claim you may have against us.

## **Collecting This Information**

All CFRS employees must ensure that anyone being photographed or filmed is aware of this. We ask permission when taking images of members of the public in which they are clearly identifiable. In particular, when taking photographs of those under the age of 16, employees will gain written consent from their parent, guardian or carer. However, gaining permission is

not always practical at large events such as at large meetings, Fire Station open days and public events; neither is gaining permission of those in the background of a photo or moving image. On such occasions, we will use signage such as posters or leaflets and display them to inform members of the public that photographs are being taken and moving images captured. If someone does not wish for their image to be used, we request that they try to stay out of shot where possible.

### **Your Rights in Relation to Photos and Moving Images**

If you believe you may have been photographed or videoed and would rather not be, please inform the person capturing the images on the day who will determine if they can be deleted, anonymised or whether they need to be retained for a lawful purpose. After the event you can withdraw your consent at any time by contacting a member of the Media and Communications team emailing [pressoffice@cambsfire.gov.uk](mailto:pressoffice@cambsfire.gov.uk). You will need to provide a date and description of the photo/image to help them find and delete it.

Please be aware that it is not always possible to recall all instances of a photo once it is published for practical reasons.

### **Storing This Information**

All rights to the images belong to CFRS. Images may be cropped or modified for quality or combined with other images, text and graphics. All images will be securely stored on CFRS servers and access is restricted to the Media and Communications team who may need to use images to carry out their duties. They are processed in accordance with CFRS's Information Security, Data Protection and Photographic Policies and Procedures. They will be kept indefinitely for legitimate reasons (such as historical accounts of events and fire and rescue service history), along with any signed consent form, subject to not infringing on the rights and reasonable expectations of the individual. Images posted on social media are not routinely deleted but would be upon request. Employee images for identification purposes are kept in line with our Service Retention Policy.

### **Who We Share This Information with and Why**

We may publish photos or moving images via our internal employee intranet site or public CFRS website, YouTube channel, social media, or on leaflets, publications or press releases. We do this to help with promoting our work, duty of openness and transparency, recruitment, press and journalism, training and debrief, promoting safety messages and encouraging engagement with the Service.

### **Contacting Us**

Our Information Governance Manager has day to day responsibility for data protection and can be contacted by emailing [DPO@cambsfire.gov.uk](mailto:DPO@cambsfire.gov.uk). You may also contact our Data Protection Officer, by post: Data Protection Officer, Cambridgeshire Fire & Rescue Service, Hinchingsbrooke Cottage, Brampton Road, Huntingdon, PE29 2NA.

You can obtain further information about your rights from the Information Commissioner's Office by visiting [ico.org.uk](http://ico.org.uk) or by calling the helpline 0303 123 1113

**Next Review**

Next review March 2027