

# PHOTOGRAPHY AND VIDEO PRIVACY STATEMENT

The University of Suffolk takes photographs and video for marketing and community-building purposes. Photos and video footage are used to provide information about life and opportunities at Suffolk and to promote the University's courses, research and other activities to audiences including current and potential UK and international students, parents, the public, policymakers, and other stakeholders. Events and activities which may be photographed/filmed range from Graduation, Open Lectures and careers events to course-related practicals/trips and Students' Union socials.

While we seek individuals' written consent if they are to feature prominently in images or video on our website, presentations or printed materials, the transient nature and frequency of social media posts means we will normally rely on legitimate interests as our lawful basis for processing (see below) when capturing content for social media.

Where practical, and if an individual is featuring prominently on social media, we will ask them to complete an electronic consent form.

## **Our lawful basis for processing**

### **Legitimate interests**

We have a legitimate interest to be able to promote the University using photos and videos for marketing and promotional purposes. We make every effort to ensure you are aware when photography / filming is taking place and to minimise any privacy impact. You are able to opt out of photography / filming as explained below. Where relying on legitimate interests and as appropriate, we will use 'depth of field', and distance/ framing to avoid direct identification to

image(s)/footage be taken down from the University's website or social media sites. You can also request that images and footage of you are deleted. While this is not an absolute right, we will endeavour to ensure you are no longer identifiable.

### **Obtaining interviews and quotes**

When we seek to identify an individual in an image, video or by using a written or recorded comment/interview, we may include information including first name/surname, year and course of study (students), job and employer name (alumni/stakeholders). In these situations, we will obtain written consent prior to use.

### **How will we use your data?**

Your image may be used in printed media, such as prospectuses, guides, posters and adverts, and/or in non-University