

# Privacy notice 27: Promoting public safety through videos and images at safety events – members of the public

Date completed 12/01/2024

This notice is one of a set which explain what data we collect, store and process to provide our services to customers. It also sets out the legal basis we are using for collecting and processing the data listed below.

It should be read alongside the related privacy notices listed below, all of which can be found here: <https://www.kent.fire-uk.org/privacy-policy>

- Privacy notice 25: Specialist video and image capture at incidents, operational exercises and training
- Privacy notice 26: Promoting public safety through videos and images at incidents, operational exercises and training – KFRS employees and volunteers
- Privacy notice 28: Promoting public safety through videos and images at events – employees and volunteers
- The overall privacy notice
- KFRS Customer Feedback Policy. This can be found here: <https://www.kent.fire-uk.org/report/customer-feedback-policy>
- The breach process contained in Annex 1 of the Data Protection and Information Security Policy which sets out what we will do should any data we collect be lost or misused. This can be found here: <https://www.kent.fire-uk.org/freedom-information-foi>

## Our contact details

Kent Fire and Rescue Service  
The Godlands  
Straw Mill Hill  
Tovil  
Maidstone  
ME15 6XB

Email: [data.protection@kent.fire-uk.org](mailto:data.protection@kent.fire-uk.org)

Telephone: 01622 692121

## Why we collect and use personal data

This notice covers video and photographs taken of members of the public at our safety events.

Under [Part 2, Section 6 of the Fire and Rescue Services Act 2004](#), we have a **legal** duty to us to promote fire safety. In addition, as part of our responsibilities under Section 7 to 9 we

also promote road safety and other forms of safety related to the types of emergencies that we attend (e.g. water safety).

One way we deliver this is through hosting and attending safety events. As part of this work, you should be aware that we may capture general footage of crowds at our stands or the immediate area by photograph or video and use them in promotional activity or social marketing campaigns. Privacy notices informing attendees of this are publicly displayed. An example is shown at the end of this notice. By attending, you are providing your **consent** to such inadvertent recording of images of you.

In order to promote our work we will seek your **consent** at an event to capture photos or video from which you, or that of someone you are responsible for (e.g. your child), will be clearly recognisable or identifiable. We will seek your permission for such images and ask you to complete a consent form at the time.

## **The types of personal data we collect and process**

When filming or photographing during one of our safety events we may obtain images of you, or someone you are responsible for, which are clearly recognisable or identifiable.

## **Our lawful reasons for collecting and processing personal data**

The six lawful bases for processing personal data are set out in [Article 6\(1\) of the UK GDPR](#). These are as follows:

- (a) Consent:** the individual has given clear consent for you to process their personal data for a specific purpose.
- (b) Contract:** the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.
- (c) Legal obligation:** the processing is necessary for you to comply with the law (not including contractual obligations).
- (d) Vital interests:** the processing is necessary to protect someone's life.
- (e) Public task:** the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.
- (f) Legitimate interests:** the processing is necessary for your 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. NB: This cannot apply if you are a public authority processing data to perform your official tasks.

When filming or photographing during one of our safety events, where we collect and use personal data (i.e. your image) we will rely on the following lawful basis:

- **Consent** as set out as set out in [Article 6\(1\)\(a\) of the UK GDPR](#).

We will ensure that consent is freely given, specific, affirmative (opt-in) and unambiguous, and able to be withdrawn where practicable.

## Special category data

Article 9 of the UK GDPR covers special category data. Special category data is personal data that needs more protection because it is sensitive. The nine types of special category data are as follows:

- personal data revealing racial or ethnic origin;
- personal data revealing political opinions;
- personal data revealing religious or philosophical beliefs;
- personal data revealing trade union membership;
- genetic data;
- biometric data (where used for identification purposes);
- data concerning health;
- data concerning a person's sex life
- data concerning a person's sexual orientation

Among the data listed above that we might collect, the following types meet the definition of 'special category data' as set out in Article 9 of the UK GDPR:

- disability
- pregnancy and maternity
- race
- religion or belief

The categories above will not be explicitly collected, but, where employees and volunteers are clearly recognisable, it may be possible to infer or determine these categories from video and images.

In order to lawfully process special category data, we must identify both a lawful basis under Article 6 of the UK GDPR and a separate condition for processing under Article 9. There are ten conditions for processing special category data, which are as follows:

- (a) Explicit consent
- (b) Employment, social security and social protection (if authorised by law)
- (c) Vital interests (of the data subject)
- (d) Not-for-profit bodies
- (e) Made public by the data subject
- (f) Legal claims or judicial acts
- (g) Reasons of substantial public interest (with a basis in law)
- (h) Health or social care (with a basis in law)
- (i) Public health (with a basis in law)
- (j) Archiving, research and statistics (with a basis in law)

In relation to any special category data, we rely on the **explicit consent** condition as set out in [Article 9\(2\)\(a\) of the UK GDPR](#). We will ensure that consent is freely given, specific, affirmative (opt-in) and unambiguous, and able to be withdrawn where practicable.

Because we rely on the explicit consent condition, we do not need to prepare an appropriate policy document, as this is only necessary when relying on the following Article 9 conditions for processing: (b) Employment, social security and social protection (if authorised by law); or (g) Reasons of substantial public interest (with a basis in law).

## **Who might we share your data with?**

Images or video recordings (obtained with consent where people are identifiable) may be posted to our website, our social media platforms or used on the promotional material and safety campaigns that we produce. They may also be shared with media outlets to illustrate and publicise our work.

## **Where is the data stored?**

All imagery is captured on devices owned by KFRS, securely transferred to and stored within KFRS' document management system, which is hosted on a cloud-based server system. It is then deleted from the devices. Access to the data is restricted to those that require it for their role.

The use of personal devices for obtaining such imagery is forbidden and may be investigated under our code of conduct for employees.

## **How long will we hold your data for?**

Personal data collected from people in the form of images captured on photographs or in videos taken at our safety events will be retained in accordance with the periods set out in section 6 of KFRS' Publication and Retention Scheme (<https://www.kent.fire-uk.org/freedom-information-foi>)

## **What are my data protection rights?**

Under data protection law, you have the following rights:

### **Your right of access**

You have the right to ask us for copies of your personal information. You can ask to see it by making a subject access request. Guidance for making a request is available here:

<https://www.kent.fire-uk.org/freedom-information-foi>

### **Your right to rectification**

You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

### **Your right to erasure**

You have the right to ask us to erase your personal information in certain circumstances.

### **Your right to restriction of processing**

You have the right to ask us to restrict the processing of your personal information in certain circumstances.

### **Your right to object to processing**

You have the the right to object to the processing of your personal information in certain circumstances.

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.

If you wish to make a request, please contact us at:

Email: [data.protection@kent.fire-uk.org](mailto:data.protection@kent.fire-uk.org)

Telephone: 01622 692121

Address:

Kent Fire and Rescue Service  
The Godlands  
Straw Mill Hill  
Tovil  
Maidstone  
ME15 6XB

### **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us using the contact information above.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

## Appendix 1

Text used on publicly displayed privacy notice at events attended or hosted by KFRS

**Please be aware this event  
is being filmed and there  
will be a photographer  
working on the day**

If you have any questions about this and your data protection rights, please email [dataprotection@kent.fire-uk.org](mailto:dataprotection@kent.fire-uk.org) or contact us on 01622 692121