

PRIVACY NOTICE - PHOTOGRAPHY AND VIDEO AT LEISURE CENTRE'S

This privacy notice covers how Pembrokeshire County Council (as a Data Controller) will collect, use and share your personal data for the purposes of marketing our leisure facilities, classes and clubs.

Why we need your information (purpose of processing)

These photos and videos will be used to provide information about and promote our leisure centre facilities in Pembrokeshire.

The information that you provide will be processed according to the UK General Data Protection Regulation, the Data Protection Act 2018.

We will also make any disclosures required by law and we may also share this information with other bodies responsible for detecting/preventing fraud/crime or auditing/administering public funds to ensure money is targeted and spent in the most appropriate and cost effective way. In order to achieve this, information will be shared with our Audit Service within Pembrokeshire County Council and with The Auditor General for Wales ([Audit Wales Privacy Notice](#)).

We will not make any disclosures to third parties for marketing purposes.

Your data will be secure and confidential at all times and we will only collect the personal information that is required.

What personal data is being collected?

The categories of personal data being collected are:

- Photos
- Videos
- Name
- Address
- Contact details

What is our lawful basis for processing your personal data?

The UK General Data Protection Regulations (UK GDPR) requires specific conditions to be met to ensure that the processing of your personal data is lawful. These relevant conditions are below:

Article 6 (1)(a) Consent: you have given clear consent for us to process your personal data for a specific purpose.

Who will we share your information with?

We may need to share your personal data with internal departments, other organisations and third parties, this will include:

- Published photos and videos are available to anyone who has access to our website and social media pages and or printed materials in which the photo features.
- Third parties that process data on behalf of the Leisure Centre, i.e. printing companies and graphic designers.
- A contracted Photographer/Videographer.

Pembrokeshire County Council has a duty to protect the public funds it manages. Therefore, the information that you have provided to us may be used for the prevention and detection of fraud and for auditing purposes both internally and externally.

The personal information we have collected from you will be shared with fraud prevention agencies who will use it to prevent fraud and money-laundering and to verify your identity. If fraud is detected, you could be refused certain services, finance, or employment. Further details of how your information will be used by us and these fraud prevention agencies, and your data protection rights, can be found by visiting <https://www.cifas.org.uk/fpn>

How long do we keep hold of your information?

Pembrokeshire County Council will only keep your information for as long as is necessary, we will retain the information provided to us permanently. Your information will be securely disposed of once it is no longer required.

Your Rights

Under the UK General Data Protection Regulation and Data Protection Act 2018, you have rights as an individual including:

- The right to **Rectification** – you have the right to ask to have your information corrected.
- The right to **Restrict** processing may apply – you may request that we stop processing your personal data however, this may delay or prevent us delivering a service to you. We will seek to comply with your request but may be required to hold or process information to comply with our legal duties.
- The right to **Erasure** - you may request that we erase your personal data however, this may delay or prevent us delivering a service, or continuing to deliver a service. We will seek to comply with your request but may be required to hold or process information to comply with our legal duties.
- The right to **Data portability** – you have the right to request transfer of your information without detriment.
- The right of **Access** – you have the right to ask us for copies of your personal data. To make a request, please contact:

Access to Records
Pembrokeshire County Council
County Hall
Haverfordwest
SA61 1TP

Email: acesstorecords@pembrokeshire.gov.uk Telephone: 01437 764551

Complaints or Queries

Pembrokeshire County Council endeavours to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this seriously. We encourage people to bring to our attention if they believe that our collection or use of information is unfair, misleading or inappropriate.

This privacy notice does not provide exhaustive detail of all aspects of our collection and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below:

Data Protection Officer
Pembrokeshire County Council
County Hall
Haverfordwest

SA61 1TP

Email: dataprotection@pembrokeshire.gov.uk

Telephone: 01437 764551

If you want to make a complaint about the way we have processed your personal information, you can contact the Information Commissioner's Office as the statutory body which oversees data protection law:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

SK9 5AF

Email: wales@ico.org.uk

Telephone No: 0303 123 1113

Our Contact Details as Data Controller are:

Pembrokeshire County Council, County Hall, Haverfordwest, Pembrokeshire, SA61 1TP.

Telephone number: 01437 764551 or enquiries@pembrokeshire.gov.uk

Our Data Protection Officer's information is detailed above in the Complaints and Queries section.

Changes to this privacy notice

We keep our privacy notice under regular review.