Fife College Privacy Notice – Photography and Filming

Who are we?

Fife College, established under the Further and Higher Education (Scotland) Act 1992, is registered with the Information Commission's Office, registered number Z8522159.

What Information do we collect about you and for what purposes?
We may collect photographs or footage for the following purposes:

- To identify you
- To evidence work and achievements for examination/assessment
- To promote learning via access to recorded teaching sessions
- For the professional development of staff
- To document College or third-party events
- To promote the College or other third parties

We may capture close-up photographs/footage of individuals for use as part of our marketing campaigns. Use of images/footage for these purposes is based on consent being provided using the College's standard consent form for photography and filming.

The following information will be processed:

- Your name (or company name)
- Course details
- Photographs and/or video recordings
- Comments/quotes

Your personal information will be used for the purpose of promoting the College. Your photograph/video image may be featured in the public domain by Fife College in the following ways:

- Fife College website and social media channels (including Facebook, Twitter, Instagram, YouTube, and LinkedIn – this data is hosted outwith the UK please refer to the privacy policies of these social media providers)
- Fife College publications (including Prospectus, newsletters and/or promotional materials)
- Fife College display board promotions (including bus external advertising, train station advertising)
- Fife College campus buildings

We may reproduce quotes, where these have been provided.

Your contact details will only be used if it's necessary to contact you regarding the use of the images or other personal information.

Data Sharing
We may, on occasion, share your photograph/video image with key relevant partners, including:

- Press (including regional newspapers, radio stations and TV broadcasters)
- Funding & Governmental Agencies and partners including Scottish Funding Council, Skills Development Scotland, Colleges Scotland, and College Development Network
- Online news websites
- Secondary schools

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- National Entitlement Card
- Fife Council
- Regional MPs/MSPs

Our Legal Basis

Purpose of photography or filming	Legal basis
Identification	Necessary for contract May be necessary as part of our public task as a further and higher education college to identify individuals in cases related to health and safety, potential criminal activity, or potential disciplinary action.
Educational purposes – recording of teaching sessions; evidence for assessment/examination	Necessary as part of our public task as a further and higher education college May be necessary to make reasonable adjustments under the terms of the Equality Act (2010) in respect of providing equal treatment and equal access to educational opportunities for all students regardless of their disability status. May be necessary as part of contract.
Professional development of staff	Necessary to conduct the staff contract and necessary in the public interest as we have legal duties to provide learning, teaching and assessment.
Capturing public or 'semi' public events	Necessary in the college's legitimate interests where an assessment has been made to balance the aims of the photography/filming with peoples' rights to privacy.
Stock/Close-ups Photos/Filming for marketing purposes to be shared on the College's website or social media accounts	Use is based on your consent, you can withdraw your consent at any time by contacting marketing@fife.ac.uk. Should you withdraw your consent at any time, the College will delete and no longer use any copies that it holds of your image/recording and the accompanying contact details. Published materials already in the public domain are outwith the control of the College and cannot be recalled or deleted.

Transfer of personal data outside the UK

Digital media may potentially be viewed online by any member of the public worldwide; some overseas countries do not provide the same level of protection to the rights of individuals as UK legislation provides. Once the data has been transferred it may be subject to other local data protection laws in the receiving country – or no data protection law at all if no such law exists in the receiving country. Once data has been published in the public domain it is difficult to retract and/or contain.

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Retention

Where photographic/video images are used based on the consent of individuals they will be retained by the College for two years from date of consent. The consent forms will be retained for five years. Photographic/video images that have been shared on websites, social media platforms and in promotional materials, or evaluation reports will be in general circulation and may be retained in a historical archive indefinitely or permanently.
Where consent is not the legal basis for processing retention will vary according to the purpose of processing the data in line with the College's Retention Schedule for staff and students.

Your Rights

You have various rights which you may choose to exercise in relation to personal data held about you. For more information, please see our Data Protection: Your Rights information leaflet.

Changes to this Privacy Notice

Fife College reserves the right to modify and update this privacy notice at any time. It will be published on our website and we therefore suggest you check it from time to time.

Data Protection Officer

If you have any concerns about how your data is being processed, or about exercising your rights, you should contact dpo@fife.ac.uk.

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