



Communications and Engagement

Why we collect and use information

The following are examples of where it's in our **legitimate interests** to use personal information. We only rely on this lawful basis where there is limited privacy impact and individuals would reasonably expect us to use their data in this way;

- To produce photographs and videos of our staff which supplement news articles;
- To register guests during events and promote awards;
- To receive public perception feedback on the services we provide;
- To respond to media requests;
- To publish campaigns, news pieces and other articles which inform employees and members of the public of Service activity.

We may also publish content that is connected with a **public task**, by publishing content which is in the public interest and managing the responses and messages to this content.

In some circumstances, **consent** may be sought to use personal information. Examples include; where we produce photographs and videos of members of the public which supplement news articles, or where you sign up to [Neighbourhood Alert](#).

We may enter into a contract with production companies for the purpose of a documentary. Where this occurs, they may contact you for your consent to be involved in the production.

Who gives us information

The majority of the time information is received direct from the individual, this can include; members of public, victims of fire incidents, employees, internal departments and journalists.

Sharing information

Some information may be shared and published on social media sites or via news reports (journalists). We may also store information with platforms such as Visav, PR Gloop and Eventbrite where we utilise their systems/facilities for the purposes outlined above. We will also share information where we have a lawful basis to do so with multi-agency partners.

What information we use

We are likely to use a variety of personal information to achieve our purposes. The types of personal information may include; names, addresses, contact details, photographs and images. We may use special category data such as; ethnicity, sexual orientation and religion where the information has already been made public, where we collate equality monitoring data (although this is usually anonymised) or where we need to in order to safeguard an individual at risk. You may freely offer this information when signing up to Alert.

How long we keep it

The majority of our information is held in line with local retention policy. Images/Photographs will be held for 2 years unless there is an historical value. Guest lists are retained for 1 year and news articles are archived after 2 years. Some information is held as long as you are subscribed to the system/facility and some will be held indefinitely where it is published in the public domain. Where a production company is used, retention would be agreed as part of the contract.