

Innovation and Growth – Culture and Visitor Development: Use of photographs

1. What personal data is collected about you	<i>Photographs, video footage, name, email address</i>
2. What special category data is collected about you	<i>Images or video footage taken may also capture the individuals' Ethnicity, religion</i>
3. Reasons why we use your personal data	<i>The personal data and special category data as captured by this activity will be used for the purposes of:</i> <ul style="list-style-type: none">• <i>Service delivery – promoting the City as a destination</i>
4. Why we are allowed to use your personal data	<i>The personal data captured will be processed in accordance with, Article 6,1 (a) of the UK GDPR as we have received your consent</i>
5. Who we can share your personal data with	<i>The personal data and special category data will be shared with the following:</i> <ul style="list-style-type: none">• <i>Other Local Authorities,</i>• <i>tourism promotional agencies,</i>• <i>visitor attraction and cultural partners,</i>• <i>local businesses</i>
6. How long we keep your personal data for	<i>Your image or any video footage held regarding you will be held for a period of 3 years before being securely deleted.</i> <i>If your image or video footage is processed after May 2022 then the data will be held for a period of 7 years from the point of receipt before being securely deleted.</i>
7. Situations when your personal data might be sent to other countries	<i>The City of London may use your personal data as part of campaigns which may be sent using Mailchimp software, which is based in the USA.</i>