

MHA Privacy Notice

Related to **Photography and Videography**

Your privacy is important to MHA (Methodist Homes). This privacy notice provides information about the personal data (including photos and video footage) that MHA may receive. It refers to data involving our residents, tenants, members, staff, volunteers, family members and visitors at MHA's services or events at which MHA is present. By providing us with your data you will be agreeing to it being used in the ways described in this notice.

1. Personal Information Collection

Personal information is information that can be used to identify you or is about you. MHA may request from you and process the following Personal Information:

- Name
- Postal address
- Telephone number
- Mobile number
- Email address
- Age at date of filming (use within captioning for specific campaigns)
- Quotes and testimonials
- Photos
- Video footage

2. Processing of Personal Information & Legal Basis

MHA may use photos or videos for:

- Publicity, fundraising and advertising materials, including printed publications
- Presentation and exhibition materials
- Websites, social media channels and digital communications
- News media and their associated websites and social media channels including print, television and radio

Consent: MHA will ask for your consent to use photos or videos, in which you are a focal point, taken by staff, professionals or third party agencies on behalf of MHA.

MHA may contact you as the 5 year retention period comes to an end to ask for consent to continue using the photos or video.

Legitimate Interest: MHA may take photos during activities or events which include multiple people, where you are not the primary focus. During such activities or events you will be informed where the photos or filming will take place allowing you to move in or out of camera shot. MHA will use the legal basis of Legitimate Interest for their use.

3. Information Sharing

MHA will not sell or swap your data with any third parties. We will not share your information with any third party for marketing purposes.

We may use carefully selected third party service providers for the purposes of creating the publication incorporating the photos or videos. They will only use the media for the specified task and will not share it.

4. Transfers to other countries

MHA will not transfer other personal data outside of the European Economic Area.

5. Securing your information

MHA takes our duty to protect your personal information and confidentiality seriously. We are committed to taking all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, this includes precautions to prevent the loss, misuse or alteration of your personal information.

MHA uses computer systems and physical security to ensure that access to your personal information is only allowed on a need to know basis.

6. Retention of Personal Information

Your Personal Information will be retained as follows:	
Record	Retention Time
Photos and Videos	5 years

7. Your Rights in relation to your Personal Information

- the right to be informed – covered by this Privacy Notice;
- the right of access – you have the right to make a Subject Access Request asking for information about, or copies of, the information we hold and the way it is used;
- the right to rectification – you may update or amend the information we hold about you if it is incorrect. We may also use data correction services to aid with this, which you can opt-out of us using.
- the right to erasure – request the deletion or removal of personal information where there is no compelling reason for its continued processing;
- the right to restrict processing – you can request the we stop any processing if the information we are processing is incorrect;
- the right to data portability – you can request the personal information provided by yourself, be exported in to a universal format so it can be imported into another system;
- the right to object – to processing relating to marketing and profiling;
- the right not to be subject to automated decision-making including profiling.
- the right to lodge a complaint with the Information Commissioner’s Office (<http://ico.org.uk>).

8. Contact

We will only contact you if you have given us your permission to do so unless it is required or authorised by law. We will only use the means of communication you have asked us to.

You can change your mind at any time about how we keep in touch with you by calling 01332 221641 or emailing supportercare@mha.org.uk.

The Data Protection Officer can be contacted via

- Email DataProtectionOfficer@mha.org.uk
- Phone 01332 221893
- Post Data Protection Officer
Methodist Homes
Epworth House
Stuart Street
Derby, DE1 2EQ

This Privacy Notice will be updated from time to time. The latest version can be found on MHA’s intranet or MHA’s web site (www.mha.org.uk/PrivacyPolicy)