

# Privacy Notice for Choose how you move photography and images

## **Information held about you**

Choose how you move is a project that aims to improve quality of life and ease access to education and employment by promoting and supporting increased walking, cycling, bus travel and smart car use. Choose how you move (CHYM) is funded by the Department for Transport.

If you consent to images of you and/or your child/ children to be taken and used in advertising and promotion to support CHYM we need to collect and hold some personal information about you. This information will include:-

- Basic details about you such as your name/ child's name, address, telephone number & email address

## **Who is processing my data?**

All personal data held, is processed in accordance with data protection law. The Data Controller for the information outlined in this privacy notice is Herefordshire Council.

Your personal data will not be shared.

## **How will we use the information we hold about you?**

We will collect information about you (where applicable) to:-

- Check that we have valid consent to use your images
- Contact you in the event of any uncertainty

## **What is the legal basis for us to process your data?**

The legal basis for processing the data is

- Your consent which you can withdraw at any time by notifying us at [move@herefordshire.gov.uk](mailto:move@herefordshire.gov.uk)
- Our legal obligation under the General Data Protection Regulations (GDPR)

## **Who we will share your information with**

- We will not share your information or images with partner organisations or anybody else

## **How long do we keep your records**

We will assume your consent to have lapsed 10 years after it was given or if the CHYM project is discontinued. All information and images will be held securely and destroyed under confidential conditions.

## **Your rights**

You have a number of rights under data protection law, including the right to request your information and to request that the information be amended or erased if incorrect.

To request your records, you will need to put your request in writing and provide proof of identification to the Information Governance Team, Herefordshire Council, Plough Lane, Hereford HR4 0LE or via email, [informationgovernance@herefordshire.gov.uk](mailto:informationgovernance@herefordshire.gov.uk)

You also have a right to make a complaint about our handling of your personal data to the Information Commissioner's Office <https://ico.org.uk/>

## **Providing accurate information**

It is important that we hold accurate and up to date information about you in order to assess your needs and delivery the appropriate services. If any of your details have changed, or change in the future, please ensure that you inform us as soon as possible so that we can update your records.

## **Further information**

If you have any questions or concerns about how your information is used, please contact the Energy and Active Travel Team [move@herefordshire.gov.uk](mailto:move@herefordshire.gov.uk) in the first instance. You can also contact the Data Protection Officer, Carol Trachonitis, at Herefordshire Council, Plough Lane, Hereford HR4 0LE, telephone (01432) 260616, email: [informationgovernance@herefordshire.gov.uk](mailto:informationgovernance@herefordshire.gov.uk)

More information about data protection and how it applies to you can be found on the Information Commissioner's Office website at <https://ico.org.uk/>

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