

Privacy Information for the Subjects of Videography

What information do we collect about you?

We collect personal information in the form of your appearance, voice and distinguishing features through filming video, and we may also ask to collect identifiable data to allow us to locate your data like your name and contact details. When we do collect this information, it will be provided directly by you. Sometimes we may ask for your name to personalise the footage we take of you, but we'll only include this if you agree to it.

How will we use the information about you?

We use video of you in our marketing materials related to the research, teaching and reputational promotion of the University of Gibraltar. These materials may be published online, used in promotional videos at events, or used in advertising and broadcast. Images may also be used for research, teaching, awareness campaigns, training and development, fundraising, reportage or documentary purposes. We will use your other details only to identify you to help us ensure your right to erasure, or in footage as explicitly discussed.

How long do we keep your data for?

Your data will be held in our system for 8 years from the point of collection, or 2 years after a major change in audio-visual technology, at which point it will be archived and passed to our Parasol Library, where it will only be used for historical and research purposes (which would be considered compatible lawful processing operations under the GDPR).

Who we share your data with

Internal recipients

The University may share your personal data between colleagues and departments who legitimately need access to that information in order to carry out their normal duties to pursue our legitimate interest.

External recipients

We may use third-party companies to collect and process data, including professional videographers, design agencies, and broadcast services. A full list of these third parties is available from Information Compliance team upon request, and all third parties, including any outside of Europe must sign a data agreement with us before being allowed to process data ensuring that they treat your data with care.

Sometimes we may wish to pass on video of you to the press for wider publication. Unless it has been captured as reportage footage, the University will always seek your consent before passing your image to the press for wider publication.

Legal basis for processing your personal data under the GDPR

Under the GDPR we must establish a legal basis for processing your personal data and let you know what this is. It is in the University's legitimate interest to process your personal data for the above purposes.

Further information

If you have any questions about videography, please [contact the Lead for Communications and Marketing](#).

We will keep this privacy notice under regular review and we will place any updates on this web page. This privacy notice was last updated on 22 January 2019.