

Data Protection Privacy Statement – Photography, filming and recording

To deliver services to the citizens and communities in Bedford Borough, it is necessary for the Council to collect, gather, and process personal data about residents, staff, and other individuals. Bedford Borough Council is committed to protecting your personal data when you use its services and/or correspond with it.

The Council has registered as a Data Controller with the Information Commissioner's Office. This registration can be viewed on the [ICO website](#) (opens in a new window) Registration Number Z5916725.

As a Data Controller, the Council sets out the purposes and methods for processing information and ensures safeguards over any personal and special category information it processes.

The sections below explain what data we are collecting and storing and the arrangements we have in place to protect the information entrusted to the Council.

In relation to photography, filming and recording, Bedford Borough Council will process your personal data for the following processing purposes:

- to take, use and store photographs, video footage, audio recordings and/or quotes where you have agreed to take part;
- to promote, publicise or explain Council services, events, projects, campaigns and activities;
- to use photographs, video footage, audio recordings and/or quotes in printed publications, posters, leaflets, presentations, reports and exhibition materials;
- to use photographs, video footage, audio recordings and/or quotes on the Council's website, intranet, social media channels, digital communications and newsletters;
- to share photographs, video footage, audio recordings and/or quotes with the news media where this forms part of the agreed publicity or communications activity; and
- to keep a record of your consent and any restrictions you have placed on how your image, recording or comments may be used.

The personal data that may be collected includes:

- your name;
- your contact details, such as email address or telephone number;
- your signature, where a consent form is completed;
- photographs or still images of you;
- video footage of you;
- audio recordings of your voice;
- comments, quotes or other words you have agreed may be used;
- any consent preferences, restrictions or withdrawal requests you provide.

Bedford Borough Council is processing this personal data by virtue of the following Lawful Basis:

Article 6(1)(a) - Consent of the data subject

We rely on Article 6(1)(a) Consent, where you have agreed that the Council may take, use and publish your photograph, video footage, audio recording and/or comments for communications, publicity, promotional or information purposes.

Where consent is relied upon, you may withdraw your consent at any time. If you withdraw your consent before filming or publication, we will not use your image. Once footage has been published or shared, particularly via social media or other third-party platforms, it may not be possible to remove all existing copies. Withdrawal of consent will apply to future use of your image.

The special category data that will be collected:

Bedford Borough Council does not intentionally collect special category data for the purpose of general photography, filming and recording. However, photographs, video footage or audio recordings may incidentally reveal information that could be considered special category data, such as information about health, racial or ethnic origin, religious or philosophical beliefs.

Where Bedford Borough Council knowingly captures and uses special category data for photography, filming or recording purposes, we will process this special category data by virtue of the following Lawful Basis:

Article 9(2)(a) - Explicit consent

Where explicit consent is relied upon, you may withdraw your consent at any time. If you withdraw your consent before filming or publication, we will not use your image. Once footage has been published or shared, particularly via social media or other third-party platforms, it may not be possible to remove all existing copies. Withdrawal of consent will apply to future use of your image.

Personal data provided for photography, filming and recording may be shared with, or obtained from, the following organisations or recipients, where this is necessary for the agreed purpose:

- Bedford Borough Council service areas involved in the relevant project, event, service, campaign or activity;
- the Council's Communications Team;
- internal Council teams responsible for website, intranet, publication, design, engagement or digital content;

- external photographers, videographers, designers, printers or other suppliers acting on behalf of the Council;
- media outlets, where you have agreed that your image, recording or comments may be used for media or press purposes;
- social media platforms and website providers where content is published online;
- partner organisations involved in the relevant project, event or campaign, where this has been explained to you; and
- any other organisation where disclosure is required by law, by a Court, or in response to a valid request from a law enforcement agency.

The processing of your personal data will be restricted in time to:

- consent forms and records of consent will be kept for as long as the photograph, recording or published material remains in use, so the Council can evidence what you agreed to;
- unused images, raw footage or recordings will be deleted when they are no longer required for editing, selection or the original purpose for which they were collected;
- final images, recordings and published materials will be kept for as long as they remain relevant for the Council's communications, publicity, archival or public information purposes; and
- where materials are no longer required, they will be securely deleted, removed from use, or archived in accordance with the Council's retention requirements.

Your personal data will be held by/for the Council within the UK or the EU. Where service providers store or access information from outside the UK, the Council will ensure appropriate safeguards are in place in accordance with UK GDPR.

The information you provide for photography, filming and recording is not a statutory or contractual requirement. You are not required to take part in photography, filming or recording, and you can choose not to provide consent.

If you do not provide consent, the Council will not intentionally take or use identifiable photographs, video footage, audio recordings or comments of you for the stated publicity, communications or promotional purpose.

Where photography, filming or recording is taking place at a public or organised event, the Council will take reasonable steps to let people know in advance or at the location, for example through event information, verbal notices or signage. If you do not wish to be photographed, filmed or recorded, you should let the event organiser, Council officer, photographer or film crew know where possible.

The processing of your information does **not** involve automated decision-making.

Please see the details below in respect of any other reason we will be using your information:

- to manage and evidence consent;
- to respond to any request to withdraw consent;
- to manage requests about published photographs, videos, recordings or comments;
- to respond to complaints or enquiries about how photography, filming or recording has been used; and
- to maintain records for audit, accountability and compliance purposes.

The Council has appropriate technical and organisational measures in place to protect your personal data against unauthorised or unlawful processing, accidental loss, destruction or damage.

Bedford Borough Council is the Data Controller processing your information, who can be contacted as follows:

Information Governance
Bedford Borough Council
Borough Hall
Cauldwell Street
Bedford MK42 9AP
Email: dpo@bedford.gov.uk
Telephone: 01234 267422

If you wish to enquire about your rights as a data subject, whether you wish to request a copy of your information that Bedford Borough Council holds, request for data portability; rectification or erasure of your data for any reason or objection to any processing, please get in touch with the Council's GDPR Data Protection Officer by emailing dpo@bedford.gov.uk or writing to the above address. Some individual rights may be limited where processing is necessary to comply with a legal obligation or to perform a task carried out in the public interest.

Alternatively, in the event that you remain dissatisfied with the way Bedford Borough Council has handled the processing of your information (i.e. after liaising with the Council to find a satisfactory solution), you have the right to contact the UK's Statutory Authority: The Information Commissioner's Office (ICO) who can be contacted by using the details displayed at the bottom of the page entitled [Personal information and your rights | Bedford Borough Council](#) on our website under the "Challenging the response" heading.

We keep this Privacy Notice under regular review, and we will place any updates on its Internet site. This Notice was last updated in July 2026.