

## MPS Care Group Privacy Notice

### Related to Photography and Videography

This privacy notice provides information about the personal data (including photos and video footage) that MPS Care may receive. It refers to data involving our residents, members of staff, volunteers, family members and visitors at MPS Care homes or events at which MPS Care present. By providing us with your data you are 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. MPS may request from you and process the following Personal Information:

<ul style="list-style-type: none"><li>Name (P)</li></ul>	<ul style="list-style-type: none"><li>Age at date of filming (use within captioning for specific campaigns)</li></ul>
<ul style="list-style-type: none"><li>Home Address (P)</li></ul>	<ul style="list-style-type: none"><li>Quotes and testimonials</li></ul>
<ul style="list-style-type: none"><li>Phone Numbers (P)</li></ul>	<ul style="list-style-type: none"><li>Photos</li></ul>
<ul style="list-style-type: none"><li>Email address (P)</li></ul>	<ul style="list-style-type: none"><li>Video footage</li></ul>
<ul style="list-style-type: none"><li>Date of birth (P)</li></ul>	

#### 2. Processing of Personal Information and Legal Basis

MPS will ask for your consent to use photos or videos taken by staff, professionals or third party agencies on behalf of MPS Care.

MPS may use photos / videos for:

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

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

#### 3. Information Sharing

# MPS Care Group

MPS Care 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

MPS Care will not transfer your Personal Information outside of the European Economic Area.

#### 5. Securing your information

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.

MPS Care 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 required for the agreement will be retained as follows:

Record	Retention Time
Photos and videos	5 years

#### 7. Your Rights in relation to your Personal Information

- a. The right to be informed – covered in the Privacy notice
- b. The right to 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
- c. The right to rectification – as soon as you become aware that some information is incorrect let the home manager know or inform the Data Protection Champion
- d. The right to erasure – request the deletion or removal of personal information where there is no compelling reason for its continued processing
- e. The right to restrict processing – you can request that we stop any processing if the information we are processing is incorrect

- f. 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
- g. The right to object – to processing relating to marketing and profiling
- h. The right not to be subject to automated decision-making including profiling
- i. The right to lodge a complaint with the Information Commissioner’s Office.

## 8. Contact

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

You can change your mind about how we keep in touch with you by calling 01773 546736 or by emailing [enquiries@mpscare.co.uk](mailto:enquiries@mpscare.co.uk)

The Data Protection Champion can be contacted via:

Email: [enquiries@mpscare.co.uk](mailto:enquiries@mpscare.co.uk)

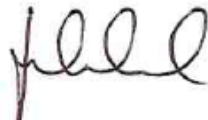
Phone: 01773 546736

Post: MPS Care Group, 6/7 Key Point Office Village, Nix’s Hill, Alfreton, Derbyshire DE55 7FQ

## Review

This policy should be reviewed on an annual basis.

Signed:



Date:

January 2019

Policy review date:

January 2020

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