



PRIVACY STATEMENT - Photographic images and video

Information about you: how we use it and with whom we share it

At DCC events we capture photography and video for marketing purposes. These photos and videos are used to provide information about and promote our work and other activities to our target audiences including the public, policymakers, and other stakeholders. This can be used in our printed publications and digital channels, including websites and social media.

When capturing photography and video we do so under the legal basis of 'legitimate interest'. We do not share the images or videos directly to third party organisations.

Where we use your image online this will inevitably be subject to international data transfer and we may also share your personal information to agencies which operate outside of the UK.

We do not use profiling or automated decision-making processes.

All personal information/images that we collect is held securely on the University's servers and treated as confidential for 10 years.

If you have any questions, please contact info@dcc.ed.ac.uk

For further information about the University's approach to data protection and your rights:

[Continued privacy notice | Data Protection](#)