



# Communications and Media (Public)

Your privacy is important to us. This privacy statement explains what personal data Royal Berkshire Fire and Rescue Service collects about you and how we store and use that data.

Personal data is processed in accordance with the Data Protection Act 2018 (DPA) and the United Kingdom General Data Protection Regulation (UK GDPR).

## What information we collect about you

Your contact details (your name, work email, work address, work phone), job title, age, or role, images, video, audio, and any other relevant information that may be necessary for the story or piece of content.

This may also include information from your social media accounts but only where you have given us permission to use it. For example, posts, pictures and video footage you share on sites such as Facebook and Twitter.

Personal data shared through social media is stored on those social media websites. For more information about this, please refer to the following privacy notices:

[Facebook Privacy Notice](#)

[Instagram Privacy Notice](#)

[LinkedIn Privacy Notice](#)

[X \(Twitter\) Privacy Notice](#)

[YouTube Privacy Notice](#)

## Why we need it

Royal Berkshire Fire and Rescue Service aims to ensure that the public are informed about the work of our organisation.

We will seek specific consent for the following: published case study, press release, advertisement or testimonial or wish to include your image in a photograph or video in connection with public relations or promotional activities.



This can include, but is not limited to, our website, social media channels (our own and community channels), corporate publications and news media organisations.

## Our legal basis for processing

Under the UK General Data Protection Regulation (UK GDPR), we are able to process your personal data under article 6(1)(e) necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller, and 6(1) (a) consent of the data subject.

In relation to case studies, images, video and audio, the legal basis for processing your personal data is your consent.

## What we do with it

We will use your personal information to ensure that digital, media and publications content is presented in the most effective manner. This content may be shared across the organisation, with Fire Authority members, general public and media organisations.

## Sharing your information

There are a number of reasons why we may share your information outside of our Service. This can be due to:

- ✓ Our obligations to comply with current legislation
- ✓ Our duty to comply with a Court Order
- ✓ You have consented to the sharing / disclosure

With your consent, we may share your information on our website, intranet, social media, in publications and with media organisations.

We may disclose information to other agencies without consent where it is necessary, either to comply with a legal obligation, or where permitted under the UK General Data Protection Regulation, e.g. where the disclosure is necessary for the purposes of the prevention and/or detection of crime.



We work closely with other agencies, such as councils, health services, adult and children's services and may, for the purpose of preventing risk of harm to yourself or another an individual , share your personal information.

As a public authority, we are also subject to information rights legislation (Freedom of Information Act 2000, Environmental Information Regulations 2004 and Data Protection legislation. We do receive requests for information, however, unless there is a legal obligation to provide your personal data, information will be released in a redacted form. This means your personal data will be removed before publication so that you cannot be identified.

Your personal information will not be transferred outside of the European Economic Area (EEA).

## How long we keep it and how it is stored

We will only retain information for as long as necessary. Records are maintained in line with our retention schedule, which determines the length of time records should be kept.

Consequently, personal information relating to Communications and Media (including audio/visual media e.g. your photograph, video or audio content) will be retained for five years, unless you have consented to us retaining the content for archive, anniversary purposes.

Information relating to general enquiries will be retained until the matter has been dealt with, or ceases to be relevant and deleted/destroyed when no longer required.

We take our duty to protect your personal information and confidentiality seriously. We are committed to taking all reasonable measures to ensure the confidentiality and security of personal data for which we are responsible, whether computerised or on paper. This means that your information will be kept in a secure environment and access to it will be restricted according to the 'need to know' principle. Personal details will then be destroyed/deleted.

We do compile and publish statistics showing certain information, but not in a form which identifies anyone.

## Your rights

Under the UK General Data Protection Regulation you are entitled to exercise your right to object to us processing your data and obtain information that is held about you.



If at any point you believe the information we process on you is incorrect, you can request to have it corrected or deleted. Where possible we will seek to comply with your request but we may be required to hold or process information to comply with a legal requirement.

If you wish to discuss the information we hold about you, make a complaint about how we have handled your personal data or object to us processing it, you can contact our Data Protection Officer (DPO) who will investigate the matter.

Further information about your individual rights is available on the [Information Commissioner's Office \(ICO\) website - your data matters](#).

## Who to contact

Our Data Protection Officer can be contacted via:

Email: [DataProtection@rbfrs.co.uk](mailto:DataProtection@rbfrs.co.uk)

Telephone: 0118 945 2888

Write to:

Data Protection Officer  
Royal Berkshire Fire and Rescue Service  
Newsham Court  
Pincent's Kiln  
Calcot  
Reading  
Berkshire  
RG31 7SD

If you are not satisfied with our response or the way we handle your information, you can complain to the Information Commissioner's Office (ICO):



[ICO Website - make a complaint](#)

Write to: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Telephone: 0303 123 1113

October 2023

**ROYAL BERKSHIRE**  
**FIRE AND RESCUE SERVICE**

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