



Privacy Notice

People Featured in Photography, Film and Promotional Material

1. Purpose of this notice

This notice explains how Corporate Event Services Limited uses personal data about individuals who appear in photographs, video recordings, audio recordings, testimonials, case studies or other promotional material. This may include employees and representatives of our customers and suppliers, event attendees, speakers, performers, contractors and other participants.

For the processing described in this notice, Corporate Event Services Limited is normally the data controller because we decide why and how the promotional material is used. Where we create material solely on a client's documented instructions, the client may be the controller and we may act as its processor. The relevant event or project information will clarify the arrangement where necessary.

2. Personal data we may collect and use

- Your image, likeness, voice and appearance in photographs, video or audio recordings.
- Your name, job title, employer, professional biography or event role where these details accompany the material.
- Comments, testimonials, interview responses or case-study information you provide.
- Information about your permissions, preferences, objections or requests concerning the material.
- Accessibility information where you choose to provide it and it is needed to support your participation.

We do not intend to use special category personal data for promotional purposes merely because it may be visible or audible in an image or recording. Where promotional use deliberately reveals special category information, we will identify an appropriate lawful basis and additional legal condition, or obtain explicit consent where required.

3. How the information is collected

We may collect information directly from you, from the customer or supplier you represent, from an event organiser, or through authorised photographers, filmmakers, production teams and event technology providers. Where photography or filming takes place at an event, we will use proportionate notices, registration information, signage, announcements or direct communications to make participants aware.

4. Why we use the information and our lawful basis

We may use promotional material to demonstrate our services, showcase events and projects, communicate with customers and prospective customers, support corporate communications, maintain a portfolio of work and promote Corporate Events through appropriate channels.

Depending on the circumstances, we may rely on our legitimate interests in promoting and developing our business, provided those interests are not overridden by your rights and interests. We will consider the context, your reasonable expectations, the nature of the material, the proposed audience and any potential impact on you before relying on legitimate interests.

We will seek consent where the nature of the use, the setting, contractual commitments or applicable law makes consent the appropriate basis. Where we rely on consent, you may withdraw it at any time. Withdrawal does not



affect processing already carried out lawfully, and it may not always be possible to retrieve printed material or material already shared by independent third parties.

5. Choice, objections and exclusion arrangements

Where reasonably practicable, we will provide a way for people to tell us that they do not wish to be photographed, filmed or identified. Arrangements may include advance notification, an opt-out process, designated areas, identifiers or instructions to the authorised production team. The precise arrangement will depend on the event and must be communicated through the relevant event privacy information.

You may object to processing based on legitimate interests at any time on grounds relating to your particular situation. We will consider the objection and stop the processing unless we can demonstrate compelling legitimate grounds or the processing is required for legal claims. You may object to direct marketing at any time.

6. Where promotional material may be used

Subject to the relevant purpose, permissions and project arrangements, material may be used on Corporate Events websites, social media accounts, presentations, proposals, award entries, case studies, showreels, printed publications, internal communications and other corporate marketing channels. We will not state that material will be used in a particular channel unless that channel is genuinely intended for the event or project concerned.

7. Who we may share the information with

We may share relevant material with the customer commissioning the event or project, authorised photographers and production teams, design and marketing suppliers, website and hosting providers, print suppliers, social media and digital publishing platforms, professional advisers, and other service providers needed to create, store or publish the material. Access is limited according to role and purpose, and suppliers processing personal data for us are required to follow appropriate contractual, confidentiality and security requirements.

Material published online may be viewed, copied or shared by others outside our control. We take this into account when deciding whether publication is fair, necessary and proportionate.

8. International transfers

Some digital platforms or service providers may process personal data outside the United Kingdom. Where UK data protection law requires transfer safeguards, we will use an applicable adequacy regulation, approved contractual mechanism or another lawful transfer basis. The relevant mechanism will depend on the provider, destination and processing in use at the time.

9. How long we keep the information

Our previous notice stated that promotional material may be retained while it remains relevant to our services, up to a maximum of 10 years. We will continue to use that maximum only where the material remains accurate, appropriate and necessary for the stated purpose. We will review promotional material periodically and remove, archive or restrict material that is outdated, no longer needed or no longer appropriate. Permissions, objections and withdrawal records may be retained for as long as needed to demonstrate and respect your choices.



10. Security

We use appropriate organisational and technical measures to protect personal data against accidental loss, unauthorised access, misuse, alteration or disclosure. Access to source files and working material is restricted to authorised people and providers who need it for the relevant purpose.

11. Your data protection rights

Depending on the circumstances, you may have the right to request access to your personal data, correction of inaccurate or incomplete data, erasure, restriction of processing, data portability, or to object to processing. Where processing is based on consent, you may withdraw that consent at any time. These rights are subject to legal conditions and exemptions, including the rights and freedoms of other people appearing in the same material.

12. Contacting us and making a complaint

To ask a question, exercise a right, object to a use, withdraw consent, or raise a concern, contact Corporate Event Services Limited at info@corporate-events.co.uk or Unit 1 Marshall Road, Hillmead, Swindon, Wiltshire, SN5 5FZ. Please provide enough information for us to identify the relevant event, project or material.

We will consider and respond to your request in accordance with applicable data protection law. If you remain dissatisfied, you may complain to the Information Commissioner's Office (ICO).

13. Changes to this notice

We keep this notice under review and may update it when our processing activities, publication channels, service providers or applicable legal requirements change.