

Photography - Privacy Notice

Why do we take photographs within our pubs and what do we use them for?

We may take photographs both inside and outside of our premises for direct marketing purposes, promotions, recruitment, reporting and internal communications. These may be published on websites and intranet sites of companies within Ei Group, our pub websites and social media sites. We may also use them in printed material for marketing and promotional purposes, recruitment, reports and brochures.

Why do we need to take photographs?

We have a legitimate interest in using photographs taken both inside and outside of our premises for direct marketing purposes, promotions, recruitment, reporting and internal communications. Where practical customers' permission will be sought before photographs are taken. Sometimes it is not practical to seek permission from all customers, for example during special events and other busy times. On these occasions photographs may still be taken and used as indicated in this Privacy Notice.

We seek to avoid publishing photographs of children without parental consent.

How long do we keep photographs for?

We will keep photographs for 24 months.

Who do we share your image with?

We do not sell photographs to a 3rd party. We may publish photographs on social media sites including

- Facebook
- LinkedIn

We may also publish photographs on other social media sites that are compliant with the General Data Protection Regulation or EU-US Privacy Shield

We may send photographs to print companies so that they can be included in printed material.

Is your image processed outside of the UK or EU countries?

Your image is captured and processed using photographic equipment and computer systems that are located within the UK or EU countries. We may publish photographs on social media sites that are hosted in the United States. We only use social media sites that are self-certified under the EU-US Privacy Shield data protection standard, which is compliant with the General Data Protection Regulation.

Is any "profiling" performed using your image?

No, we do not perform any kind of automated processing for the purposes of analysis or prediction using your image.

What consent options do we offer and how do these affect you?

We will endeavor to obtain consent to take and use photographs of individuals and groups of people.

If you are aware that we are using your image and you would prefer that we did not then we will remove it at your request, delete it from our records and stop using it on any future printed material.

See "What are your rights?" below for information on your rights and how to object to our use of your image.

What are your rights?

For more information on your data protection rights refer to our [Privacy Statement](#).

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