

# Oldham Photographic Society

## Social Media & Data Protection Policy

### **Introduction**

Social media is a part of daily life for many individuals and organisations; there are many benefits to making use of social media, however there are also potential risks. This policy has been developed to inform our community about how Oldham Photographic Society (OPS) will take advantage of social media, whilst being mindful of responsibilities and obligations under the Data Protection Acts 1998, 2003 and the UK Data Protection Act (2018).

For the purpose of this policy Oldham Photographic Society currently use Facebook, YouTube, Oldham Photographic Society website and mailchimp to manage email distribution, as the main communication methods. PhotoEntry System is used to manage our competition timetable and entries to the various competitions. Zoom is used to record the Executive meetings and club meetings such as the annual Summer School sessions.

The policy applies to all persons who are involved with the activities of OPS, including:

- Members
- Persons appointed or elected to committees and sub committees

### **Data Protection**

<https://www.gov.uk/data-protection/the-data-protection-act>

#### **UK DATA PROTECTION ACT (2018)**

OPS needs to keep certain information regarding its ordinary and committee members to carry out the day-to-day management, meet the society's objectives and to be sure the society complies with the legal obligations.

All personal data, defined as any data that can be used to identify a living individual, will be managed in line with the Data Protection Act (DPA) 2018, which controls how personal data is used by organisations, businesses, or government. This means that personal information will be collected and used fairly, stored safely and not disclosed to any other person unlawfully.

OPS, in line with the DPA principles, will ensure that all personal data held will:

- Be used fairly and lawfully
- Used for limited, specifically stated purposes
- Used in a way that is adequate, relevant, and not excessive
- Accurate
- Kept for no longer than necessary
- Handled according to people's data protection rights
- Kept safe and secure

# Oldham Photographic Society

## Social Media & Data Protection Policy

- Not transferred outside the European Economic Area without adequate protection

Members have the right to know :

- What information is held by the Society
- How to gain access to the information
- How to keep it up to date
- What the Society are doing to comply with DPA & UK Data Protection Act (2018).

### Responsibilities

Overall responsibility for personal data in a not-for-profit organisation rests with the governing body, within OPS this is the council who must ensure that they act in line with this policy and the data protection principles.

OPS processes the following personal information:

- Member contact information (address/phone number) and email addresses.

Personal information is kept in the following forms:

- Office based applications, including word processing databases and spreadsheets

Data handlers within OPS:

- The OPS secretary who will hold the master copy
- OPS President
- The OPS competition secretary
- OPS Treasurer
- Person(s) authorised by OPS competition secretary.

# Oldham Photographic Society

## Social Media & Data Protection Policy

### **Your images**

Members must only submit images of which they are the authors for use in competitions, or post images onto social media which are not likely to bring the Society in disrepute or cause the Society or the member to be in breach of DPA

#### Copyright

The member may allow OPS to use images they have submitted to the Competition secretary elsewhere within social media; however, the copyright remains with the author/member.

It is critical that the laws governing copyright are adhered to, in relation to material owned by others and OPS's own copyrights and brands.

#### Metadata

<https://photographylife.com/what-is-metadata-in-photography>

<https://iptc.org/standards/photo-metadata/photo-metadata/>

Metadata is a set of data that describes and gives information about other data. Photo metadata allows information to be transported with an image file, in a way that can be understood by other software, hardware and other users regardless of the format.

Metadata is essential for identification and copyright protection, as well as being key to smoothing workflow. Metadata can be added to your images automatically, including location, size, file extension. Manually entered metadata, which can describe the image and its contents, can include any data which is relevant and descriptive, for example keywords, notes and copyright information.

Metadata can include data which is covered by the Data Protection Acts 1998 & 2003. If your images contain metadata, be aware that this data will be shared between organisations where your images are used.

### **Photographic Competitions**

Images can be submitted to OPS competition secretary for entry into OPS internal competitions and external to OPS competitions, including but not limited to competitions managed by the L&CPU and the PAGB.

If images contain metadata, this will be shared between OPS and other organisations where the images are used.

#### DiCentra & PhotoEntry System

OPS use an application called DiCentra to view images in competition, alongside an application called The Photo entry system to manage competitions run by the club.

# Oldham Photographic Society

## Social Media & Data Protection Policy

Members have access to upload their images into The Photo entry system, for use within a number of different assessments and competitions, such as:

- Internal club competitions
- Inter club 'battles'
- Appraisals

All users will require a username and password to access the Photo entry system. A username will be entered by the Competition Secretary, the password is generated by the software and emailed out to the email address linked to the username. The application will hold a username, encrypted password and email address for the user.

The user will be required to change the password when first accessing their account.

Data handlers can upload competition entries onto the OPS website and facebook page and are then publicly available.

Members are able to control whether OPS can use their images in this way. When members upload images to the PhotoEntry system there are 4 options available, which will define how OPS is able to use the image; the member can change this setting for any entry while the competition is Open.

The format of the images will be either PDI (digital image) or Print (where a digital image of the Print has been uploaded to the PhotoEntry system), both of which will be held within PhotoEntry System.

Photo Entry is hosted on Amazon public cloud; AWS (Amazon Web Services) comply with Data Protection Regulations and state they will be compliant with UK Data Protection Act (2018).

### External Competitions

All images will be entered into OPS competition bank of images, unless there is a specific request from the member for their images not to be included in the bank of images and can be used in future competitions within the L&CPU, PAGB, GB, FIAP and other external competitions, where the member has indicated they can be used.

Oldham Photographic Society

Social Media & Data Protection Policy

**Policy Review**

The policy will be reviewed every 2 years to ensure it remains up to date and compliant with the law.