# Consent to the publication of pictures and films

I give my consent for the University of Borås to have the right to use pictures and/or films with me from this current occasion in information about and marketing of the university and its activities. The pictures/films may be used freely in printed and digital form, such as the university's website and social media, presentations, newsletters, advertisements, brochures, posters, and other printed matter.

I have read and understood the information provided on the back of this form on how pictures, films and other personal data about me will be processed.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printed name

**To be filled in by photographer or Communications Officer:**

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Picture description

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Photo/film occasion

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Contact at the university

# Information about the processing of personal data in connection with the publication of pictures and films

Pictures and films including people are considered personal data in the EU Data Protection Regulation, better known as GDPR. Here, we want to inform you, as you will be or have been photographed or filmed, about how your personal data is processed.

**Controller of personal data**

The University of Borås is the controller of personal data for the processing of your personal data by the university.

**What personal data is processed**

The personal data processed are pictures and/or films including you. Depending on the context, other information about you may also be processed, such as name, contact details, work or studies, or other information that you provide about yourself.

**Why personal data is processed**

The personal data is processed to inform about and market the university and its activities. For example, this can mean information about the university's education and research or marketing of conferences and other events at the university. The processing means that the personal data is published in printed and/or digital form, such as the university's website and social media, presentations, newsletters, advertisements, brochures, posters, and other printed matter. The legal basis for the processing is general interest.

In addition to this processing, personal data is also processed in the manner necessary to comply with the requirements of the law or other statutes, such as archival legislation and the Public Access to Information and Confidentiality Act. The legal basis for the processing is general interest.

**Who can access the personal data**

The processing in the form of the publication of your personal data on, for example, the university's website and social media means that the data becomes public and that it can be widely disseminated.

The university is a governmental authority. Pictures, films and other information contained in your personal data are therefore, as a general rule, official documents that may be disclosed to the person requesting it in accordance with the principle of public access to official documents.

The university cannot control or restrict the possible use of your personal data by others.

**How long the personal data is stored**

As an authority, the starting point under archival law is that official documents should be preserved, i.e. saved indefinitely. The university complies with these rules on preservation and culls (deletes/destroys) official documents in accordance with the applicable culling rules and decisions.

This means that the university may be prevented from culling pictures, films, and other information about you.

**Transfer of personal data outside the EU**

When pictures, films, or other information about you are posted on social media, your personal data may be transferred to recipients in countries outside the EU. The transfer to such countries is done with the assurance that the country has an adequate protection level or that necessary protective measures have been taken.

**Your rights**

You have the right to access the personal data processed about you and request rectification or deletion thereof. You also have the right to object to the processing and request that the processing be restricted, such as requesting that information about you be unpublished.

These rights are not unconditional and cannot always be met; for example, the university's ability to cull information is limited.

**Questions and complaints**

If you have any questions or comments regarding the processing of your personal data or if you wish to exercise your rights, you are welcome to contact the Communications Office by email, [kommunikation@hb.se](mailto:kommunikation@hb.se).

If you are dissatisfied with the processing, you can contact the university's Data Protection Officer by email, [dataskydd@hb.se](mailto:dataskydd@hb.se).

You also always have the right to make a complaint about the university's processing of your personal data to the Swedish Authority for Privacy Protection, which is the supervisory authority.