



Photography and Video

European University Cyprus/Cyprus College (the “University”) Marketing team captures photography and video for marketing purposes. These photos and videos are used to provide information about and promote the University’s courses, research and other activities to audiences including potential Cypriot, EU and international students, parents, the public, policy-makers, benefactors and other stakeholders.

The Marketing team’s processes for capturing photography and video

When capturing photography and video is processed under the legal basis of ‘legitimate interests’ and we employ the following practices to consider and protect people’s rights and interests.

Opting out of event photography or recording

If you are attending an event at which there may be photography or video recording taking place, you can let us know and we will make best efforts not to capture or retain any images or footage of you.

If you can, let us know in advance by emailing dpo@euc.ac.cy stating what event you will be attending and when.

If you have not been able to let us know in advance or have any questions or concerns at an event, please direct these to the photographer or videographer on site.

Even after the event, you can always let us know to stop using and remove your image.

Photography and Filming at Events

Large events often prescheduled in regular time intervals (e.g. annually or biannually) such as Graduations, White Coat Ceremonies, Student Affair events, Start-Up Center events, Livestreaming events, Open Days and other Public events will most probably be photographed and video recorded.

If a person can be identified from a photo or video, then it is classified as personal data and is treated according to the General Data Protection Regulation (EU) (GDPR).

Our goal is not to capture any specific individual, as photos and videos are intended to advertise the overall success of an event and for the other purposes stated above. However, we realise that your image may be identifiable and that is the reason we have this policy available to you.

At smaller events, where practical and feasible we will ask for your consent.

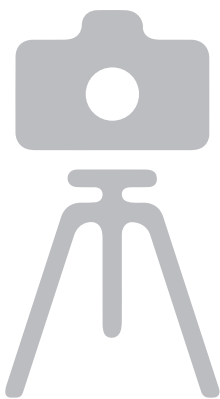
Privacy Notice for photography and video

This Privacy Notice tells you what to expect when the European University Cyprus records photographs or videos which include you.

What is our legal basis for processing your data?

When capturing photography and video do so under the legal basis of ‘legitimate interests’.

This means that the University benefits from being able to record events to provide information about and promote the University’s courses, research and other activities, and that we are able to use photographs of you to do this, as long as it does not unfairly impact you.



How do we use your data?

Your image may be used in printed media produced by the University, such as prospectuses, guides, and training products, and/or in non-University materials such as magazines and newspapers. It may also be used on websites or social media channels managed by the University or associated organisations. Images may also be used around the University campus, for example on information screens or hoardings. Please note that video footage or quotations may be edited to keep them concise. We won't change the meaning of what you have said when editing.

You may appear on video recordings which will be used by University on webpages, social media channels or on a live stream of the event. This content may be available to the general public at any point in the future.

Who do we share your data with?

Published photos and videos are available to anyone who has access to the website, social media channels or printed materials in which the photo or video features.

The original photographs and videos will only be accessible to authorised employees, students and agents of the University, or third parties that process data on behalf of the University (e.g. printing providers, digital asset management suppliers, photographers, production companies, advertising agency).

How do we keep your data secure?

The University takes information security seriously and has implemented appropriate technical and organisational measures to protect personal data and special category data. Access to information is restricted on a need-to-know basis and security arrangements are regularly reviewed to ensure their continued suitability.

Transfer of data internationally (outside the European Union)

We do not intend to transfer your personal data outside the European Union. However, we may use a service provider (e.g. website host) located outside the European Union. Please note that if service providers in a third country are used, all reasonable and practicable measures will be taken to ensure that they will comply with the data protection level in Europe in accordance with the GDPR.

Any transfers to parties located outside the European Union will be in line with the legal and regulatory provisions of the GDPR and applicable local legislation as amended from time to time.

In respect of such transfers the University will comply with our obligations under Data Protection Law and ensure an adequate level of protection for all transferred data.

How long will we keep your data?

The University will retain your data in line with legal requirements or where there is a business need. Retention timeframes will be determined in line with the University's Data Retention Policy.

What rights do you have in relation to your data?

Under the General Data Protection Regulation (GDPR), you have a right of access to your data, a right to rectification, erasure (in certain circumstances), restriction, objection or portability (in certain circumstances). You also have a right to withdraw consent (where this applies).

If you want to exercise these rights, particularly to ask us to stop using photographs or videos which include you, then you can do so by contacting us at dpo@euc.ac.cy. Please note that although we will stop using your image in any future publications, we will not be able to remove any copies which have already been published.

Questions or concerns

If you have any questions about this privacy notice or concerns about how your data is being processed or any other concerns please contact the University's Data Protection Officer at dpo@euc.ac.cy.

Right to complain

If you are unhappy with the way in which the University has handled your personal data, we ask you to contact us in the first instance, so that we can try to put things right. If you are unhappy with our response, you have a right to complain to the Office of the Commissioner for Personal Data Protection of Cyprus.