

FREE GUIDE & CHECKLIST

6 STEPS TO ENSURE GDPR COMPLIANCE FOR IMAGES

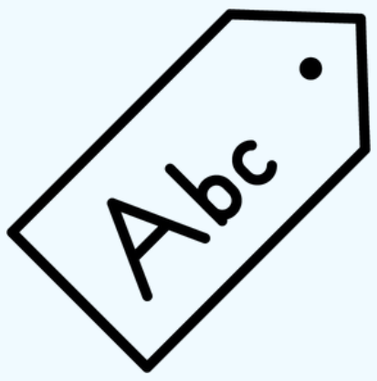
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Since the GDPR was introduced in 2018, businesses and organizations of all sizes have had to re-think how they manage personal data. Whether it's employees, customers, partners, or other stakeholders, personal information can no longer be documented or shared without explicit consent.

The regulation can be a significant challenge when it comes to the use of images, since photos of people can be classified as personal data, and many organizations lack the tools to manage these files appropriately.

In this guide, we'll take you through 6 essential steps that you can take to help ensure GDPR compliance when managing visual files. At the end of the guide is a checklist that you can use to see whether your team is currently missing anything in order to efficiently handle images in compliance with the GDPR.

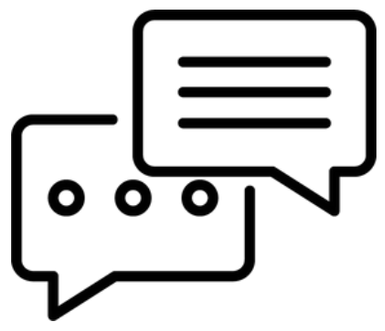




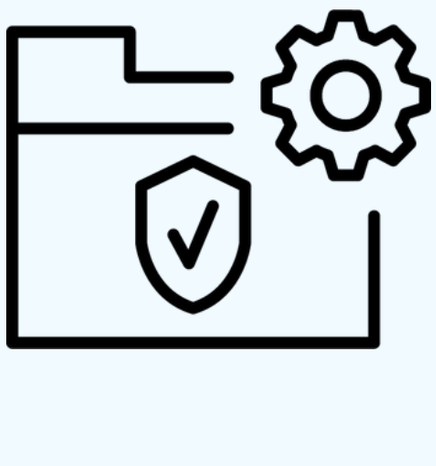
Step 1. Know what information you need

Before you can begin to store and distribute photos of employees or others, you must know what information you need to collect. This will help you retrieve the images later on, for example, if someone requests access or erasure of their personal data, which includes images.

Step 2. Inform participants of their rights



You must ensure that everyone who has their photos taken and/or stored in your database knows exactly what they are entitled to, and how to go about exercising their rights. For example, how can they get in touch with the right person if they want to change, find or delete their data later on?



Step 3. Get documentation of consent

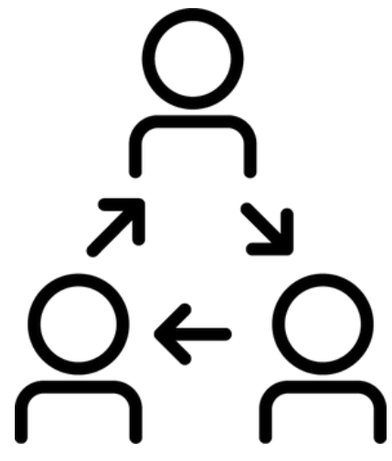
This one's obvious, but it's often forgotten - or handled far too informally. In order to comply with the GDPR, you must ensure that subjects know exactly what they are giving consent for - how/when/where the photos will be used. Additionally, you need to be able to document that they have received this information and the specifics of what is agreed upon.



Step 4. Connect consent forms to images

When managing visuals, having a contract of consent is seldom enough on its own. You need to be able to easily find all assets that contain personal details, such as a people's physical appearance. In order to do that, we recommend that you link all the images you have stored of a specific person to that person's consent form. This will make it easy to know what he/she has consented to and which files are subject to this consent.

Step 5. Ensure transparency for the people using your database



In most cases, there are several people working with visuals within a company. Therefore, it's crucial that everyone who has access to your media files can easily see what the people featured in the different images have consented to. This way, you won't run the risk of images being used in situations that you don't have consent for.



Step 6. Enable efficient redaction of files when consent has been revoked

The GDPR requires that people have the right to revoke their consent, meaning that at any time, you might be forced to delete all files featuring personal details of a specific person - including images. This can be a cumbersome and time-consuming task if you don't have a proper system in place. Therefore, you should have a clear routine for how to handle such inquiries.

A Digital Asset Management solution helps greatly in this regard, making it easy to find all files related to a specific person, giving you the ability to redact and/or delete these in a matter of minutes.

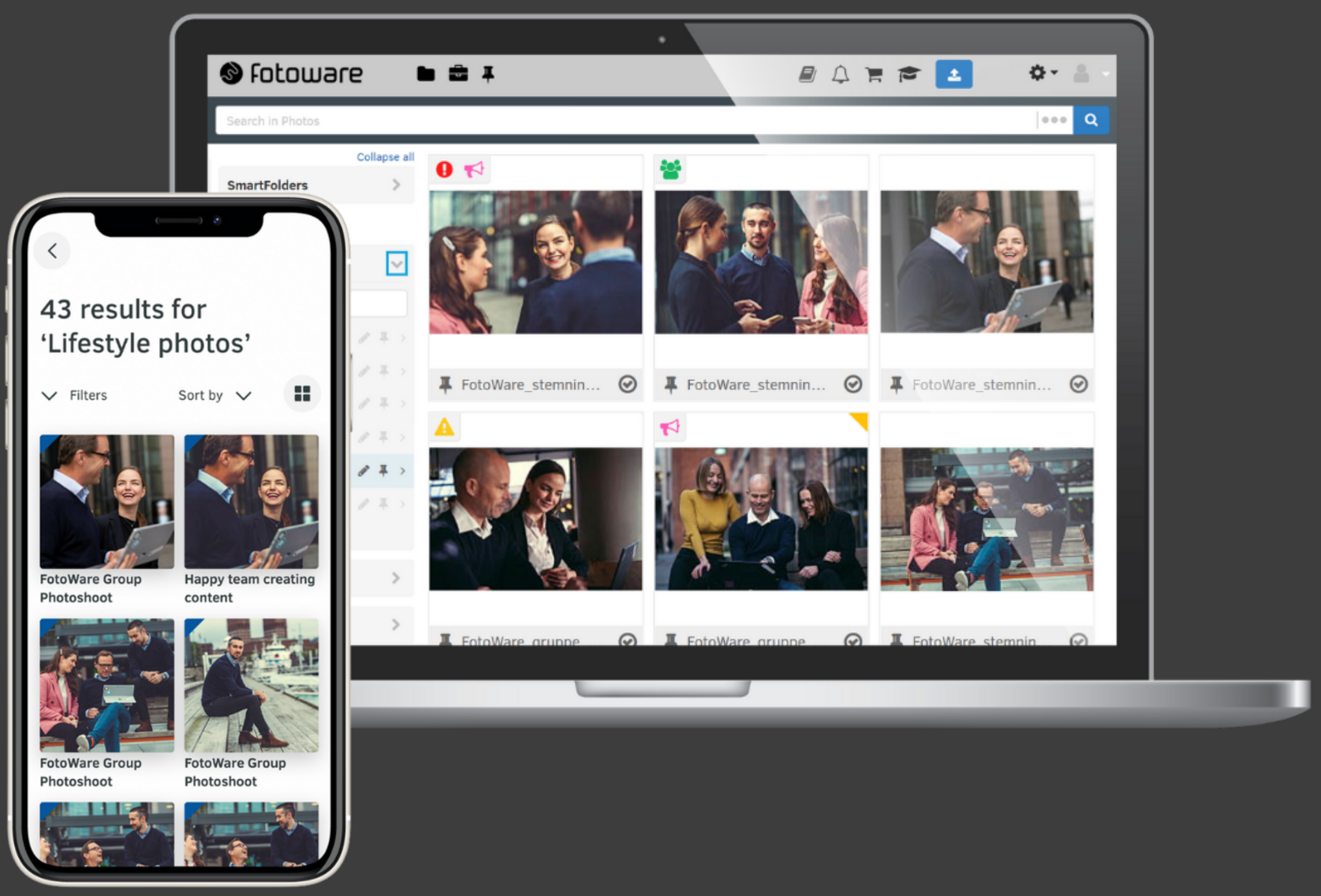
GDPR Checklist for Images

This checklist below outlines the steps you should take to ensure that your use of images is GDPR compliant. Following these steps will help you to assess your organization's processes and routines.

- [ ] Do you know what is required of you in order to comply with the GDPR when using images of employees, partners, customers, or other stakeholders?
- [ ] Do you have documentation of whether the people featured in your images have consented to them being stored in your database?
- [ ] Do you have documentation of whether the people featured in your images have consented to them being used for marketing campaigns?
- [ ] Do you have routines for gathering and managing such documentation?
- [ ] Are your employees, partners, and other subjects informed about their rights when you store or use an image of them?
- [ ] Can the people who access and use your files easily see what those featured in an image have consented to?
- [ ] Do you have routines in place to ensure that images are redacted once a subject revokes his/her consent?

Are you missing some checkboxes? Don’t worry!

At FotoWare, we specialize in helping organizations comply with the GDPR when storing and using visual files. Feel free to book a call with our in-house expert to learn how FotoWare can help you in ensuring GDPR compliance or learn more here.



Want to see how easily you can ensure GDPR compliance with FotoWare? Watch our 2-minute demo video!

WATCH DEMO

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