

# YORKSHIRE BY AIR – GDPR POLICY STATEMENT



## 1. INTRODUCTION

Yorkshire By Air is committed to complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We respect the rights and privacy of individuals whose personal data we may collect during our aerial photography and videography.

## 2. PERSONAL DATA COLLECTED

Yorkshire By Air may collect the following personal data:

- ✓ Client names and contact details (email, phone number, address)
- ✓ Location information for filming or survey projects
- ✓ Signed consent and disclaimer forms
- ✓ Images or video footage which may include identifiable individuals or private property, even when filmed from a public area

## 3. FILMING IN PUBLIC AREAS

When filming from public spaces, Yorkshire By Air:

- ✓ Operates in line with data protection principles and UK drone code
- ✓ Avoids capturing personal data where reasonably possible
- ✓ Does not specifically film individuals without a legitimate reason
- ✓ Only captures incidental images of people present in public spaces
- ✓ Provides information and signage where practical to inform the public filming is in progress

Under UK GDPR, individuals do not normally have a right to prevent being filmed incidentally in a public place if the filming is lawful and proportionate. However, Yorkshire By Air will always consider requests to remove or edit footage where reasonable and will protect the privacy of individuals wherever possible.

## 4. PURPOSE OF PROCESSING

Personal data is processed solely for:

- ✓ Fulfilling client requirements for aerial services
- ✓ Managing legal and safety obligations
- ✓ Maintaining consent records
- ✓ Promoting Yorkshire By Air's services with appropriate permission

We do not use personal data for unrelated marketing without explicit consent.

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## 5. LAWFUL BASIS FOR PROCESSING

- ✓ Legitimate interest (providing aerial services and promotional material)
- ✓ Legal obligation (CAA rules, insurance)
- ✓ Contract (delivery of services to clients)

## 6. DATA SECURITY & RETENTION

- ✓ Client personal data and footage are stored securely on encrypted devices
- ✓ Access is limited to authorized personnel
- ✓ Personal data will be retained only as long as needed, typically up to 3 years unless required longer for legal or insurance reasons

## 7. DATA SHARING

- ✓ Yorkshire By Air does not sell personal data
- ✓ Data is only shared with third parties when legally required, or with client permission

## 8. RIGHTS OF INDIVIDUALS FILMED

Individuals appearing in footage captured in public places have the right to:

- ✓ Request information about whether they are identifiable in the footage
- ✓ Request access to view images of themselves
- ✓ Request reasonable editing or removal where possible and proportionate
- ✓ Object to the continued use of their personal data if their privacy is disproportionately affected

Requests should be sent to:  
[info@yorkshirebyair.co.uk](mailto:info@yorkshirebyair.co.uk)

## CONTACT DETAILS

Yorkshire By Air

✉ [info@yorkshirebyair.co.uk](mailto:info@yorkshirebyair.co.uk)

🌐 [www.yorkshirebyair.co.uk](http://www.yorkshirebyair.co.uk)

