

GDPR- A Guide to Social Media

What do you do when you want to upload pictures from your venue onto social media?

Ensure that you have an appropriate PRIVACY NOTICE.

The starting point of a privacy notice should be to tell people:

- who you are;
- what you are going to do with their information; and
- who it will be shared with..

These are the basics upon which all privacy notices should be built. However, they can also tell people more than this and should do so where you think that not telling people will make your processing of that information unfair. This could be the case if an individual is unlikely to know that you use their information for a particular purpose or where the personal data has been collected by observation or inference from an individual's behaviour.

Your privacy notice must be available on your website, on your social media site and displayed in your premises so that customers can see it.

Example

By using our premises, you consent to our use of pictures taken of you on these premises on our social media site. You have the right to ask us to remove any pictures of you from our social media sites and, upon request, we will do so immediately.

*If your business collects data through their website e.g. membership forms, booking details etc, you must have a Privacy Policy.

Talk to an Expert

Whilst this guide sets out the basics, it cannot cover all aspects of GDPR or be used as a legal defence. In on doubt contact Hospitality Ulster's legal partners;

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