

## Privacy Statement Leeuwarden Oost - Image and Audio Material

### Leeuwarden Oost

#### 1. Who are we?

Leeuwarden Oost consists of five neighborhoods in the municipality of Leeuwarden. Each of these neighborhoods has its own identity. Residents feel at home in Oud-Oost, Bilgaard, de Vrijheidswijk, Heechterp-Schieringen, or Camminghaburen. It's their neighborhood, sometimes for several generations.

In the next twenty years, we aim to make Leeuwarden Oost more livable: everyone should be able to live comfortably, with good education and income, and in good health. Life in the neighborhoods of Leeuwarden Oost should become just as pleasant as anywhere else in Leeuwarden. That means: a fair chance at a suitable job, affordable housing, a clean and safe environment, proper education, and good health.

We want to achieve this together with the residents of Leeuwarden Oost. That's why we encourage as many people as possible to join the conversation about how we will do this.

Leeuwarden Oost is a partnership of various organizations in Leeuwarden working on projects, activities, and initiatives in the neighborhoods.

In this statement, we explain how we handle image and audio material of residents, visitors, participants, children, and professionals.

#### Contact details of the controller:

Program Office Leeuwarden Oost

Email: [info@leeuwardenoost.nl](mailto:info@leeuwardenoost.nl)

Address: Oostergrachtswal 119, Leeuwarden

#### 2. What data do we process?

We process image and audio material in which individuals can be identifiable, such as: photos, video recordings, audio recordings, interviews (written, audio, or video). This material qualifies as personal data under the GDPR.

#### 3. What do we use these images for?

We use image and audio material to: inform residents, partners, and professionals about events, projects, and initiatives; showcase project results; make neighborhood activities visible; inform government, partners, and funders about progress and impact; communicate via:

- The Leeuwarden Oost website
- Printed materials (e.g., flyers, brochures, reports)

- Internal communication, social media, and newsletters
- Presentations and project reports

### **Important: social media**

Leeuwarden Oost also uses social media channels, including LinkedIn, to inform residents, partners, professionals, and third parties about projects, activities, and results. Identifiable image and audio material will **only be posted on social media when explicit prior consent has been given by the individual** (or parent/guardian for minors).

Without consent, **no identifiable material** of individuals will be posted on social media. For use on our website, newsletters, printed materials, and internal communication, a different legal basis may apply, but for social media, consent is always required—unless Leeuwarden Oost relies on **legitimate interest** under GDPR Article 6(1)(f), for example, during public events, projects, or activities where visitors can reasonably expect photos or videos to be taken, and the use does not constitute a disproportionate invasion of privacy.

## **4. What is the legal basis?**

We process image and audio material based on:

### **Consent**

For identifiable images, we **always require consent**, unless an exception applies.

### **Legitimate interest (only when permitted)**

For photos and videos taken in public spaces that do not focus on a single person and are intended for reporting or journalistic purposes, we may rely on legitimate interest. This applies, for example, to filming or photographing during neighborhood activities or at locations such as social food gardens or events organized by Leeuwarden Oost or its partners.

We always make a careful balancing of interests: the importance of the project versus the expectations and privacy of residents.

### **When is consent mandatory?**

- If someone is **identifiable** and the image was not taken in a public space
- If the image is used for **targeted promotional material**
- When it concerns **photos, videos, or audio of children**

## **5. Children: special arrangement**

For children under 16 years of age, consent from a parent or legal guardian is required.

We use a separate consent form for this. Children are never published in an identifiable way without consent.

## **6. With whom do we share the material?**

Image and audio material may be shared with:

- Partners of Leeuwarden Oost
- Project organizations that are part of Leeuwarden Oost
- Designers or communication professionals creating material for Leeuwarden Oost

### **Partners may use images**

Partners may **only use material within the scope of Leeuwarden Oost projects**. They may not use it for their own commercial purposes.

## **7. Image material on location**

Recordings at partner locations fall under this statement **when the project is part of Leeuwarden Oost**.

For identifiable close-ups, we always request consent.

For general atmosphere shots in public or semi-public spaces, individual consent is not always required, but we place signs or inform people in advance when filming occurs and make this clear through verbal explanation.

## **8. Retention period**

Image and audio material is kept for a maximum of **5 years**, unless:

- Someone withdraws their consent earlier
- Material is needed for longer project reporting (in which case we anonymize where possible)

After the retention period, we delete the material.

## **9. Withdrawing consent**

You can withdraw your consent at any time. This can be done via:  
[info@leeuwardenoost.nl](mailto:info@leeuwardenoost.nl)

After withdrawal, we will no longer use the material and will delete it within **30 days**, unless it concerns printed materials that have already been distributed.

## **10. Your rights**

Under the GDPR, you have the right to: access your data; correct inaccurate data; delete your data; restrict processing; object to processing; data portability (usually not applicable to image material).

You can exercise these rights via [info@leeuwardenoost.nl](mailto:info@leeuwardenoost.nl).

### **11. Security**

We secure image material carefully and limit access to authorized persons within projects and partners.

### **12. Complaints**

Do you have a complaint? Contact us. If we cannot resolve it together, you can contact the **Dutch Data Protection Authority** via [www.autoriteitpersoonsgegevens.nl](http://www.autoriteitpersoonsgegevens.nl).

### **13. Changes to this privacy statement**

We may update this statement when necessary. The most recent version is always available on our website.

### **14. Other privacy topics**

As we are part of the municipality of Leeuwarden, we refer to the full municipal privacy policy and additional information about your privacy rights at:  
<https://www.leeuwarden.nl/privacy-en-avg/privacyverklaring/>.

**Last update: November 7, 2025**