

Definition: a photograph, audio or digital recording, will be hereafter referred to as '**imagery**' in this document.

DATA SUBJECT (WHO)	PURPOSE						
<i>People operating in the tourism industry</i>	Are taken and shared because it is to their benefit because they are able to highlight the publicly funded business services, they received which was fully or partially provided via/by Fáilte Ireland in its remit to grow Ireland's tourism economy. These services include training of business employees and management, professional business advise, mentoring and supports, upskilling certificates and grant funding. Developing and promoting the destinations within Ireland for people to visit.						
<i>Photocalls of Government Ministers and other Public Figures (e.g., dignitaries)</i>	To demonstrate to the public the work that Fáilte Ireland carries out in conjunction with the Government to promote tourism in Ireland. The imagery will be used for National print, TV and social media and potentially in the report to the Oireachtas.						
<i>General public (adults & children)</i>	<p>We collect and process photographic images where relevant to the public services we provide in our role as the National Tourism Authority, for example, to demonstrate and evidence the events that Fáilte Ireland runs and supports and largely involving members of the public. Here are some of the places that the imagery may be used:</p> <table> <tr> <td>Social and Digital Media</td><td>Twitter, Facebook, YouTube, Instagram, LinkedIn, our websites and any other accounts.</td></tr> <tr> <td>Media</td><td>National, regional and local media (TV broadcast, online, print)</td></tr> <tr> <td>Publications</td><td>Annual reports, employee magazine or policy documents</td></tr> </table>	Social and Digital Media	Twitter, Facebook, YouTube, Instagram, LinkedIn, our websites and any other accounts.	Media	National, regional and local media (TV broadcast, online, print)	Publications	Annual reports, employee magazine or policy documents
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	Ireland's Content Pool	The imagery will be shared with national and global tourism related businesses.
Employees of the tender applicant	Fáilte Ireland does not require these headshots. The applicant decides to include them in the application form.	
Third parties (tourism businesses) submitting their imagery via Fáilte Ireland Events Portal for Event Organisers	It's for publishing rather than being disseminated to third parties for their own use. Fáilte Ireland pushes out the imagery on Discover Ireland, Visit Dublin and Tourism Ireland (International).	
Promotional Photographs/video footage of members of the Trade on their premises	<p>The imagery could be used for the following purposes:</p> <ul style="list-style-type: none"> (a) Developing and promoting tourism as a sector, as an employer and as a career path. (b) tourism promotional purposes both domestically and overseas such as, webinars, etc., (c) Developing and promoting the destinations within Ireland for people to visit. 	
Members of the Irish Trade and their employees (attending Fáilte Ireland events/workshops)	The imagery will be used for PR purposes e.g., in national and regional print, TV and social media. Reports for government & corporate reporting.	
Familiarisation Participants	Developing and promoting the overall product/experience offering from a wide range of tourism businesses. The imagery will be distributed in regional and national print, TV, end of year reports and industry day and social media.	
Irish Trade members	Fáilte Ireland host learning journeys with the purpose of growing and developing tourism for that Trade member. When stakeholders are invited to attend Learning Journeys which are	

	overseas, photographs are included as part of the Terms and Conditions. Fáilte Ireland are providing state funding towards the event, Fáilte Ireland has a legal obligation to be satisfying (i.e., verifying) that the Learning Journey has taken place, which is why photography will be taken by Fáilte Ireland staff members for this purpose.
Paid Professional Models (adults & children)	Marketing the Republic of Ireland domestically and overseas through Tourism Ireland and third-party partners, e.g., tourism industry, media and online publishers.

Why does Fáilte Ireland accept imagery from third parties?

Fáilte Ireland enables tourism businesses and entities engaged in tourism to promote their business. The third parties must verify that they have full documented copyright, marketing usage rights and permissions of all related parties to use and to share any images containing people for the purposes of promoting their business.

What is Ireland's Content Pool used for?

[Ireland's Content Pool](#) is an online repository of free promotional images, videos, branding and other marketing assets available for you to positively promote tourism on the Island of Ireland. This is a tri-agency collaboration between Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland, inspiring all registered users to avail of a wide range of top-quality digital marketing assets.

How do I get unwanted pictures removed?

Please complete the Personal Data Access Request Form available [here](#). Or, put in a written request to our Data Protection Officer at the address below:

Fáilte Ireland,
Unit 2 Nessian House,
Riverview Business Park,
Bessboro Road, Blackrock,
Cork T12 R8HE,

Ireland

Email: data.protection@failteireland.ie.

How long do we keep your data?

Please refer to our Retention Schedule. If you would like more information about how long Fáilte Ireland holds your data, please e-mail dataprotection@Fáilteireland.ie.