Supplementary Privacy Notice for Events, Photography, Filming, Audio Recording and Online Event Activities

Effective 1st October 2026

Relationship with the IOB Data Protection Notice

This Supplementary Privacy Notice for Events, Photography, Filming, Audio Recording and Online Event Activities supplements the IOB Data Protection Notice and should be read together with it.
The IOB Data Protection Notice contains general information regarding how IOB processes personal data, including information regarding categories of personal data, recipients, international transfers, data security, retention principles, data subject rights and how to contact the Data Protection Officer.
This Notice provides additional information about event registration and administration, in-person, online and hybrid event delivery, attendance and continuing professional development (CPD) verification, photography, filming and audio recording, event recording and replay, educational and promotional use, media publication, feedback and evaluation, archival processing and data sharing with event partners.

Where photography, filming or audio recording involves individuals under 18 years of age, IOB will implement additional safeguards appropriate to the circumstances, including obtaining consent from a parent or guardian where required by law or where considered appropriate by IOB.

This privacy notice does not apply if you were a contracted/paid model for IOB photography/film or audio purposes.

Who does this notice apply to?

This notice primarily applies to:

- Members, Learners and Participants (DS1 on the main IOB Data Protection Notice);
- Website and Digital Service Users where participating in recorded online events (DS2 on the main IOB Data Protection Notice);
- Employees, Applicants and Workforce Personnel where appearing in photography, filming or audio recording activities (DS3 on the main IOB Data Protection Notice);
- Educational Partners, Suppliers and Professional Contacts (DS4 on the main IOB Data Protection Notice) where participating in IOB events or promotional activities.
- Individuals who register for or attend an event that IOB co-hosts with a professional body, educational institution or other event partner, whether the event is delivered online, in person or in a hybrid format.

Where do we obtain your personal data?

We obtain personal data:

Classification: Public

- Directly from you when you participate in events, recordings, interviews, testimonials or promotional activities;
- Through photography, filming and audio recording activities carried out by IOB or on its behalf;
- From event registration systems and attendee records;
- From a co-hosting or event partner or event organisers, including registration details, attendance records, platform-generated participation information, CPD information, questions, feedback, complaints or incident information, where relevant to the jointly delivered event; and
- From information voluntarily provided by you, including biographical information, professional details, quotations or testimonials.

Ensuring you know that photography, filming or audio recording is taking place

Wherever possible we will ensure that you know when photography/filming/audio recording is taking place in the following ways:

- Advance notice of our intention to photograph/film/record audio within event booking forms, event invitations, event information, event confirmations etc.;
- Comprehensive signage at prominent locations, entry and exit points to the event;
- The IOB photographer/videographer/audio producer will be clearly identifiable;
- The IOB photographer/videographer/audio producer will approach clearly visible and identifiable individuals to verbally inform them that a photograph/film/audio recording will be taken; and
- For online or hybrid events, the booking page, invitation or confirmation will state where recording is intended. Attendees will also be reminded at the beginning of the event. Where applicable, the event platform may display an on-screen recording indicator.

The personal data we process may include:

- Photographs, filmed footage and/or recorded audio;
- Your name, job title, employer, programme of study, country of origin (as applicable), where you have given us consent;
- Where an event is eligible for CPD, we may process your membership or designation identifier, event or CPD code, CPD hours, verification status and related correspondence;
- Information generated when you access recorded content, which may include user or account identifiers, recording-access information, viewing activity, timestamps, device and browser information, IP address, authentication information and technical logs;
- For online or hybrid events, we may also process your display name, profile image, chat messages, questions, comments, reactions, audio, video and other visible interactions; event and session identifiers; IP address and technical metadata; and platform-generated attendance information such as join and leave times, attendance duration and participation status; and
- Where any other personal data is collected, you will have been specifically informed of this at the point of photography, filming or audio recording.

Please note that video footage or quotations you provide may be edited to keep them concise. We will not change the meaning of what you have said when editing.

Purposes of our event, photography, filming and recording activities

The photographs, film and /or audio we capture may be used for our marketing, promotional and archival purposes, which may include:

- Promoting specific IOB initiatives explained at the point of photography or filming or audio recording;
- Promoting IOB, our events, our activities, benefits to studying with us, our services, our programmes and/or our research to various audiences, including domestic and international students or prospective students, educational partners, research and other funders, policy-makers, benefactors, the public and other stakeholders;
- Recorded interviews, testimonials or promotional content may also be used within IOB educational platforms, websites, virtual learning environments, course materials and other educational communications.

Co-hosted events and independent controllers

IOB may collaborate with educational institutions, professional bodies and other event partners (e.g. Chartered Accountants Ireland (CAI)). Unless you are told otherwise for a particular event, IOB and the relevant partner act as separate and independent controllers for the personal data each organisation processes.

Personal data may be shared between IOB and the event partner where necessary to register or administer participation, deliver and support the event, manage access, verify attendance, administer CPD, provide or manage a recording, evaluate the activity, handle complaints or incidents, respond to data protection requests, or satisfy legal, accreditation or professional standards requirements.

For co-hosted events, each organisation is responsible for its own privacy information, lawful basis, security, retention and use of personal data. Where each organisation receives a copy of an event recording, each organisation controls its own copy and its subsequent access, publication, editing, reuse, retention and deletion.

Event-specific registration information will identify the relevant event partner and provide or link to the privacy information applicable to that partner.

We may use registration, attendance and platform-generated participation information to administer the event, manage access, provide operational support, verify participation, determine CPD eligibility, award or evidence CPD hours, answer queries, evaluate the event and meet accreditation or professional standards requirements.

IOB may also record and use an event for educational replay, CPD, knowledge-sharing, revision, accessibility, continuity of learning and related professional or member-service purposes explained in connection with the event.

The recipients or categories of recipients of the personal data

Photographs, film or audio captured for promotional or public-communications purposes may be placed into the public domain. This may include publication in IOB publications, printed media, prospectuses, websites, social-media accounts, advertising and other promotional materials. Educational or event recordings intended for a defined audience will be made available in accordance with the access arrangements communicated for the relevant activity.

As such, published photographs/film/audio are available to anyone who has access to the website, social media channels or printed materials etc. in which the photo, video or audio features.

The original photographs, videos and audio recordings will only be accessible to authorised IOB employees and agents, or third parties processing personal data on our behalf, such as lecture-recording, video-hosting, webcasting, digital asset management, transcription, captioning, editing, cloud-hosting and technical-support providers.
We may also share images/film/audio recordings with our educational partners or affiliated organisations where relevant to the event.

Recordings may be securely provided to the event partner. IOB and the partner may each retain and use its own copy for the purposes notified to attendees in connection with the event.

For co-hosted events, we may share relevant registration, attendance, CPD, recording, feedback, complaint, incident or rights-request information with the named event partner acting as an independent controller. Sharing will be limited to what is necessary for the stated purpose.

Our lawful bases for processing

We will identify the appropriate lawful basis according to the nature, purpose, scale and context of the relevant event, recording, attendance, CPD or related processing activity.

- **Legitimate interests –** IOB has legitimate interests in promoting its activities through proportionate use of photography, video and audio, as explained under the Purposes heading above. We make every effort to ensure you are aware when photography/filming/audio recording is taking place. We will attempt to avoid direct identification to minimise privacy impact.
  Legitimate interests may also support proportionate event administration, platform security and moderation, attendance and CPD verification, event evaluation, educational replay, knowledge-sharing and the coordination of jointly delivered events, provided those interests are not overridden by your rights and interests.

- **Consent** – Where appropriate, we may seek your consent to photograph/film/record your audio. This will be done with a specific written consent form, either electronic or paper-based. We will likely rely upon this lawful basis at smaller events where you are more prominently featured

within the photography/videography/audio recording. You are able to opt-out of photography/filming/audio recording as explained below.

- **Performance of a contract** – We may rely on Article 6(1)(b) GDPR where processing is necessary to register you, provide an event service you have requested, issue joining instructions or provide associated member, learner or CPD services.

Withdrawing consent, objecting or requesting that we stop a particular use
To withdraw consent, object to processing based on legitimate interests, or request that IOB stop using an identifiable photograph, video or audio recording, please contact us using the details below and provide your name, the event attended and the date.
Withdrawal of consent will not affect the lawfulness of processing carried out before consent was withdrawn. Where you object to processing based on legitimate interests, IOB will consider the objection in accordance with applicable data protection law.

Choices during online events
Where the event format and platform permit, you may keep your camera and microphone off, avoid posting in public chat, and use private question or support channels made available for the event. If you have concerns about appearing in a recording or require an alternative arrangement, contact IOB before the event using the details below. Some interactive contributions may still be visible or audible if you choose to participate.

Data retention

We will retain personal data for no longer than is necessary in accordance with IOB's Records Retention Schedule. Where we have collected your consent, the consent form used will have contained a specific retention period after which we will dispose of the photography/videography/audio recording or seek to refresh your consent.

IOB's corporate memory, comprising its administrative, legal and historical records is of important historical value. IOB will process personal data of archival value in accordance with section 42 of the Irish Data Protection Act 2018 which permits that personal data of archival value in the public interest may be retained. Personal data retained by IOB for archival purposes, in the public interest, which may include images, filming or audio recordings will be stored and secured in accordance with the principles of data protection.

Retention periods will vary depending on the purpose of the photography, filming or audio recording activity and whether the material is retained for archival purposes in the public interest.

For jointly hosted events, the following operational periods may apply, subject to a shorter period being sufficient or a different binding legal, regulatory, accreditation, evidential or claims requirement:

- registration and event administration records: event date plus 24 months;
- live-event platform data: 12 months, unless incorporated into another retained record;
- attendance-verification information: 12 months after verification or the resolution of a related query;

- CPD records: seven years from the end of the calendar year in which CPD is awarded, unless another binding period applies;
- identifiable survey or evaluation responses: 24 months; and
- complaint, incident and rights-management records: six years after closure, or for as long as an active legal or regulatory matter continues.

Event and educational recordings will be retained for the period specified in the information provided for the relevant event or educational activity and in accordance with IOB's Records Retention Schedule. The retention period will take account of the purpose of the recording, its continuing educational, CPD, accessibility or professional value, the audience to whom it remains available, any relevant contractual or accreditation requirement, and whether continued identification of participants remains necessary. Recordings retained for continuing access will be reviewed at least annually and securely deleted, anonymised or edited when no longer required.

Where images, recordings or audio are retained as part of IOB's historical archive, such processing may also be undertaken for archiving purposes in the public interest.

Further information regarding IOB's general retention practices is available in the IOB Data Protection Notice.

International Transfers

Event registration information, attendance data, photographs, video, audio, recordings and associated technical information may be processed using third-party event, web-conferencing, video-hosting, lecture-recording, cloud, content-delivery, transcription, captioning, support or social-media services. Where this involves a transfer of personal data outside the EEA, IOB will ensure that an appropriate transfer mechanism and any necessary supplementary safeguards are in place in accordance with Chapter V GDPR. Further information may be requested from the Data Protection Officer.

Your rights in respect of the processing of your personal data

Your data protection rights are described in full within the IOB Data Protection Notice.
Where processing is based on consent, you may withdraw that consent at any time.
Where processing is based on legitimate interests, you may object to the processing in certain circumstances. Information about exercising your rights is contained in the IOB Data Protection Notice and in the contact details below.

Contacting us or making a complaint

For questions regarding this Supplementary Privacy Notice or IOB's processing of personal data in connection with events, attendance or CPD verification, photography, filming, audio recording, online event activities, event recordings or data sharing with event partners, please contact the Data Protection Officer at dataprotection@iob.ie.

If you wish to make a data protection complaint, you may do so by emailing dataprotection@iob.ie.

Please be assured that all complaints received will be fully investigated. We ask that you supply as much information as possible to help our staff resolve your complaint quickly.

You may lodge a complaint with the Data Protection Commission. Further information is available from Data Protection Commission.

Updates to this data protection notice

We keep this notice under regular review and will make changes from time-to-time in response to changing legal, technical or business developments. When we update our data protection notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make.