

Privacy Notice - Video Interactive Guidance CYP Service

Who we are

London Borough of Newham (LBN) is registered with the Information Commissioner's Office (ICO) as a 'Data Controller' This privacy notice applies to you ('the service user') and LBN ('the Council'). The Council takes the privacy of your information very seriously.

This privacy notice relates to our functions relating to Video Interaction Guidance. It provides additional information that specifically relates to this service, and should be read together with our [general privacy notice](#), which provides more detail.

What data do we collect

We collect your: Name, Address, Ethnicity, DOB and Contact details (email / phone number)

Your child's: Name, DOB, Education Setting, Address and Ethnicity

Videos of you interacting with your child: Videos of you and the Video Interaction Guidance practitioner reflecting on your video clips with your child in a 'Shared Review'

Why we collect your data

We collect your data so that we can carry out the intervention Video Interaction Guidance, i.e. using video as a reflection tool for parents / carers, and for staff who are Video Interaction Guidance practitioners.

The lawful basis for processing your data

The lawful basis we use to process your data as set out in UK data protection legislation is:

Article 6 (a) Consent: the individual has given clear consent for us to process their personal data for a specific purpose.

Article 9 (a) Explicit consent: the individual has given consent to the processing for one or more specified purpose.

We will only process personal data where we have consent to do so, or to comply with the law, for example if we identify any safeguarding issues. You can withdraw your consent from participating in VIG at any time.

Video Interaction Guidance Practitioners (e.g. psychologists, social workers) must act within their professional codes of ethics (e.g. HCPC, BPS, Social Work England). These emphasise informed consent, safeguarding, and confidentiality.

Video Interaction Guidance is a service commissioned through Best Start for Life, which is an identified government strategy. Please see link for further information:

<https://www.gov.uk/government/publications/giving-every-child-the-best-start-in-life>

How we use your data

We will use your data to book meetings with a Video Interaction Guidance Practitioner and keep a record of who has accessed this service in the borough. We will use the video footage to analyse parent /carer – child interactions, and to select moments of success to share with you and for VIG Practitioner's training.

Who we will share your data with

We will share your data with colleagues in the council for Continuing Professional Development purposes with your consent. We will only share your data with AVIG UK for the purposes of VIG practitioner training and accreditation. This includes the VIG practitioner sharing footage in their own supervision sessions. AVIGUK will not hold or store any footage.

Anonymised statistics are shared with the UK Government about who has used the service. No personally identifiable data is shared.

How long we will keep your data

We will keep your data safe and secure for as short a time as possible in line with our retention Schedule. Most of the footage will be deleted at the end of the intervention, however, with your consent, anonymised extracted clips of successful interactions will be kept until the Video Interaction Guidance practitioner has completed their accreditation, or for Continuing Professional Development of staff, which may take up to 4 years. After this time, the extracted clips will be securely destroyed. You can withdraw your consent from participating in VIG at any time.

How do we protect your data

We comply with all laws concerning the protection of personal information and have security measures in place to reduce the risk of theft, loss, destruction, misuse or inappropriate disclosure of information. Staff access to information is provided on a need-to-know basis and we have access controls in place to help with this.

Know your rights

We process your data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Find out about your rights at [Your rights – Processing personal data privacy notice – Newham Council](#) or at [For the public | ICO](#) If you have any queries or concerns relating to data protection matters, please email: dpo@newham.gov.uk