University of Maribor

Slomškov trg 15
2000 Maribor, Slovenia

NOTIFICATION TO INDIVIDUALS IN ACCORDANCE WITH ARTICLE 13 OR 14 OF THE GENERAL DATA PROTECTION REGULATION (GDPR) REGARDING THE PROCESSING OF PERSONAL DATA

in relation to the record of personal data collections:

Photography and video recording at University of Maribor events

Notification date: 9 November 2026

Personal Data Controller:

The identity and contact details of the controller	
Name:	**University of Maribor**
Address:	**Slomškov trg 15, 2000 Maribor**
Contact e-mail address (for exercising the rights of the individual):	**rektorat@um.si**
Contact phone number:	**+386 2 23 55 280**

that has an appointed data protection officer (DPO):

Contact details of the data protection officer	
DPO's name:	**izr. prof. dr. Miha Dvojmoč**
DPO's contact e-mail address:	**dpo@um.si**

The submitted personal data are processed and protected in accordance with the Personal Data Protection Act (ZVOP-2) (Official Gazette the Republic of Slovenia, No. 163/2022, 40/25 – ZInfV-1 and 10/26 – ZP-1L) and the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (Official Journal of the European Union L 119, 4 May 2016, pp. 1- 88).

More on processing personal data at UM is available on the following webpage: https://www.um.si/en/o-univerzi-en/document-center/protection-of-personal-data/, for additional information you can also turn to the data protection officer of the University of Maribor, izr. prof. dr. Miha Dvojmoč (dpo@um.si).

Purposes for which the personal data are processed
Photography and video recording at University of Maribor events are carried out for the purpose of documenting the course of events and informing the public about the events, activities, and operations of the University of Maribor and its member institutions. **Photographs and video recordings are stored in the controller's archives and may subsequently be used to inform the public about past events, activities, developments, and the history of the controller, including the preparation of annual reports, calendars, anniversary publications, and reviews of past events.** **Photographs and video recordings may be published on the controller's website, official social media profiles (e.g., Facebook, Instagram, LinkedIn, YouTube, or other used social media platforms), in electronic newsletters, printed publications (e.g., brochures, event reports, and calendars), and in electronic and printed media for the purpose of informing the public about the event and the organiser's activities.** **The principle of proportionality is observed when photographs and recordings are taken and when materials are selected for publication.** **As a rule, photographs and video recordings depict the event as a whole, its content, course, and participants.** **Individual participants are specifically highlighted only where this is appropriate and necessary for the purpose of informing the public.**

Categories of personal data concerned				
Personal data:	*Source:*	*Legal obligation:*	*Contractual obligation:*	*Consequences if an individual does not provide personal data:*
Photographs and video recordings of individuals in which they are recognizable or identifiable	☒ **individual** ☐ **other:** Define the source	☐ **Yes** ☒ **No**	☐ **Yes** ☒ **No**	**Individuals may attend the event without restriction.**
Names, titles, and positions/functions of participating individuals, where necessary for informing the public about the event	☒ **individual** ☒ **other:** Publicly available sources	☐ **Yes** ☒ **No**	☐ **Yes** ☒ **No**	**Individuals may attend the event without restriction.**

Legal basis for processing personal data	
Third paragraph of Article 93 of ZVOP-2	For the purpose of informing the public, a public or private sector entity may process, including by publication, personal names, titles, photographs, and video recordings of data subjects obtained at events organised within the scope of its tasks, powers, or activities, unless the data subject has objected to such processing.

The period for which the personal data will be stored, or, where that is not possible, the criteria used to determine that period
Photographs and video recordings that are not selected for publication or further lawful processing are retained for a maximum of six (6) months after the event and are then deleted. **Selected photographs and video recordings constitute archival material of the controller (Classification Plan for Records Management of the University of Maribor with Retention Periods, No. 044-1/1/2024/511-LG).** **Publications on the controller's websites and social media profiles generally remain accessible for a maximum of 5 years from publication. Individual publications may remain accessible for a longer period where the controller considers continued availability necessary to achieve the purpose of processing.**

The recipients or categories of recipients of the personal data, if any	
Recipient/category of the recipient:	*Role of the recipient:*
Contract processors	Photographs and video recordings may be accessible to the controller's contract processors who participate in photography, video recording, technical processing, publication preparation, website maintenance, and other related personal data processing activities. These may include contracted photographers and videographers, designers, printing companies, IT service providers, and other processors who process personal data on behalf of and under the instructions of the controller.
Media organisations	Photographs and video recordings may also be provided to media organisations for the purpose of reporting on the event. When carrying out further independent processing of personal data, media organisations may act as independent personal data controllers.
General public	By being published on the controller's website, official social media profiles, and in electronic and printed publications, photographs and video recordings become accessible to the general public.

Information on transfers of personal data to a third country or an international organisation
Photographs and video recordings are not directly transferred to third countries or international organisations. **However, where photographs or video recordings are published on social media platforms or other online platforms, personal data may be processed or transferred to countries outside the European Economic Area (EEA) if the platform providers' servers are located outside the EEA.** **More detailed information regarding international data transfers, any decisions of the European Commission on the adequacy of the protection, and other safeguards applied can be found in the publicly available privacy policies of the respective platform providers.** **A list of organisations certified by the European Commission is also available at: https://www.dataprivacyframework.gov/list.**

Information on the existence of automated decision-making, including profiling as referred to at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject	
Automated decision-making:	☐ **Yes;** Logic, significance, envisaged consequences ☒ **No**
Profiling:	☐ **Yes;** Logic, significance, envisaged consequences ☒ **No**

Information on the existence of the rights of the data subject to request access to and rectification or erasure of personal data or restriction of processing concerning the data subject or to object to processing as well as the right to data portability:	
You can exercise your rights with a written request to the address or e-mail address of the controller (see The identity and contact details of the controller).	
Right of access by the data subject (Article 15)	The data subject shall have the right to obtain from the controller confirmation as to whether or not personal data concerning him or her are being processed, and, where that is the case, access to information as provided for in Article 15 of the General Data Protection Regulation.
Right to rectification (Article 16)	The data subject shall have the right to obtain without undue delay the rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.
Right to erasure ("right to be forgotten") (Article 17)	The data subject shall have the right to obtain from the controller the erasure of personal data concerning him or her without undue delay and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; the data subject withdraws consent on which the processing is based, and where there is no other legal ground for the processing; the data subject objects to the processing (see the right to object); the personal data have been unlawfully processed; the personal data have to be erased for compliance with a legal obligation in Union law and the law of the Republic of Slovenia. The erasure shall not take place where the processing of personal data is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; for reasons of public interest in the area of public health; for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes; for the establishment, exercise or defence of legal claims. You may exercise the right to erasure only in the limited cases listed above.
Right to restriction of processing (Article 18)	The data subject shall have the right to obtain from the controller restriction of processing where one of the following applies: the accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data; the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead; the controller no longer needs the personal

	data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims; the data subject has objected to processing pending the verification whether the legitimate grounds of the controller override those of the data subject. If the data subject has requested a restriction for the reasons given, then the data may still be stored and all other types of processing carried out only for the following reasons: with the data subject's consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person; or for reasons of important public interest of the Union or of the Republic of Slovenia. You may exercise the right to erasure only in the limited cases listed above.
Notification obligation regarding rectification or erasure of personal data or restriction of processing (Article 19)	The controller shall communicate any rectification or erasure of personal data or restriction of processing carried out to each recipient to whom the personal data have been disclosed, unless this proves impossible or involves disproportionate effort.
Right to object (Article 21)	UM does not process personal data for direct marketing purposes, so there is no reason to assert, as a data subject, the right to object at any time to the processing of personal data relating to you for the purposes of direct marketing, including profiling, where it is linked to such direct marketing.

Information on the right to object:
Pursuant to paragraph 3 of Article 93 of ZVOP-2, every individual has the right to object to the processing of their personal data, including photography, video recording, and publication of photographs or video recordings in which they are recognizable or identifiable, before the event, during the event, or after publication. The objection may be communicated to the authorized person at the event or sent by email to rektorat@um.si. Upon receiving such an objection, the controller will take feasible and appropriate measures to prevent the further capture and publication of the individual's recognizable image within the scope of the processing described above. If photographs or video recordings have already been published, the controller will address the request without undue delay and, in accordance with applicable legislation, take appropriate measures such as removing the publication, replacing the photograph, cropping the image, or blurring the identifiable image of the individual. In the case of printed publications and other media, it should be noted that the withdrawal of already distributed printed copies or content independently managed by third parties may not always be possible.

Information on the right to lodge a complaint with the supervisory authority:
You can lodge a complaint to the Information Commissioner (address: Dunajska 22, SI-1000 Ljubljana, e-mail address: gp.ip@ip-rs.si, phone: 01 230 97 30, website: www.ip-rs.si).