



PHOTO DELETION & DATA RETENTION POLICY

Blankspace Animation Studio

Compliant with the Kenya Data Protection Act, 2019

1. Introduction

Blankspace Animation Studio (“Blankspace”, “we”, “our”, or “the Studio”) integrates photography into its creative production services, including commercial campaigns, animation productions, branded storytelling, corporate documentation, and digital media execution.

In the course of our work, we may collect and process personal data in the form of photographic images. This policy outlines how we manage, retain, and delete such data in compliance with the **Kenya Data Protection Act, 2019 (DPA)**.

Blankspace acts as:

- A **Data Controller** where we determine the purpose and means of processing personal data; and/or
 - A **Data Processor** where we process personal data on behalf of a client under contractual instruction.
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2. Legal Basis for Processing

We process photographic personal data under one or more of the following lawful bases:

- **Consent** (e.g., signed model releases)
- **Contractual necessity** (to fulfill a production agreement)
- **Legitimate interest** (portfolio documentation, internal archiving)
- **Legal obligation** (tax, compliance, or dispute resolution)

Where consent is relied upon, it may be withdrawn at any time in writing.

3. Types of Data Processed

Blankspace may process:

- Photographic images of identifiable individuals
- Video stills or composite images
- Behind-the-scenes documentation
- Metadata associated with image files
- Contact details linked to project documentation

Where photography involves minors, explicit parental or guardian consent is required.

4. Purpose of Processing

Images are processed strictly for:

- Delivery of contracted creative services
- Editing and post-production
- Campaign execution and distribution
- Portfolio and promotional use (where consented)
- Archival documentation
- Legal and contractual compliance

We do not process photographic data beyond the scope agreed with the client.

5. Data Retention Period

In line with the DPA's principle of storage limitation, Blankspace retains personal data only as long as necessary for its intended purpose.

5.1 Commercial & Campaign Photography

Retained for up to **24 months** from project completion unless contractually extended.

5.2 RAW / Production Files

Retained for up to **12 months** after final delivery.

5.3 Archived Assets

May be retained where required for:

- Licensing duration
- Ongoing campaigns
- Legal compliance
- Award submissions (where permitted)

After expiry of the applicable retention period, files are permanently deleted or anonymized.

6. Data Subject Rights (Under the Kenya Data Protection Act)

Under the DPA, individuals appearing in photographs have the right to:

- Be informed about the use of their data
- Access their personal data
- Object to processing
- Withdraw consent
- Request correction of inaccurate data
- Request deletion (erasure) of personal data

Requests must be submitted in writing to:

✉ **[Insert Studio Email]**

We will respond within the legally required timeframe (typically within 30 days).

7. Right to Erasure (Deletion Requests)

A data subject or client may request deletion of images where:

- Consent has been withdrawn
- Data is no longer necessary for its original purpose
- Processing is unlawful
- There is no overriding legitimate interest

Limitations

Deletion may not be possible where:

- The data is required for legal claims or defense
- It forms part of contractual deliverables
- It is required under tax or financial record-keeping laws
- It has already been published under valid consent

Once deletion is completed, the data cannot be recovered.

8. Security Safeguards

Blankspace implements appropriate technical and organizational measures including:

- Encrypted storage devices
- Secure cloud storage providers
- Access control restrictions
- Password-protected systems
- Controlled internal access to production teams only

In the event of a personal data breach, we will:

- Notify the Office of the Data Protection Commissioner where required
 - Inform affected individuals where there is a high risk to their rights and freedoms
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9. Third-Party Processors

We may share data with trusted third parties including:

- Professional print labs
- Post-production teams
- Cloud storage providers
- Album manufacturers

All third parties are contractually obligated to comply with data protection standards under Kenyan law.

10. Cross-Border Data Transfers

Where data is stored on international cloud platforms, Blankspace ensures appropriate safeguards are in place in accordance with the Kenya Data Protection Act.

11. Confidential & NDA Projects

For confidential productions:

- Data processing is strictly limited to project scope
 - Promotional use is prohibited unless expressly agreed
 - Extended retention may apply based on contractual terms
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12. Policy Updates

This policy may be updated periodically to align with regulatory guidance from the Office of the Data Protection Commissioner (ODPC) or operational changes within Blankspace Animation Studio.

The most recent version will be made available upon request or via our official website.