Heddlu Police
DYFED-POWYS
Diogelu ein cymunedau, gyda'n gilydd Safeguarding our communities, together

CCTV Privacy Impact Assessment

Camera No. BB_157
Date of Review: November 2026

Camera No.: BB_156 **County:** Ceredigion

Town: Aberaeron **Location:** HSBC, 31 North Road Aberaeron

Primary View Purpose:

Strategic position to cover. North Road, Regent Street and Alban Square

Secondary View Purpose: Public Houses, Retail Outlets

Camera Type: HikVision Darkfighter **Pole / Building:** On the old building of HSBC

Anti-Climb Deterrent: No **Transmission Type:** Wifi

Is / can camera be used for enforcement? No

General Lighting Conditions: Good

Daylight View: Clear daytime views with natural light.

Night-time View:

This form establishes the impact of CCTV on people's privacy and should be used to assess whether CCTV is justified and how it should be operated in practice. When completed it should be reviewed annually.

In the case of re-deployable cameras, an Impact Assessment will need to be carried out for every deployment.

Date of Last Review: April 2025 **Date of Next Review:** April 2026

Who will be using the CCTV images?
The images will primarily be used by the police for policing purposes. Other Law Enforcement agencies and the security services may seek access to images for similar purposes. All such requests will be considered in accordance with Dyfed Powys Police force policies and procedures, and relevant Information Sharing agreements.
Who will be legally responsible under the Data Protection Act?
The Chief Constable of Heddlu Dyfed Powys Police will be the Data Controller for the CCTV System.

Why is CCTV required at this location?

This location has been identified within the Crime Pattern Analysis undertaken for Aberaeron along with local policing knowledge.

The field of vision will include the popular night time economy locations along with retail outlets on Bridge Street, Market Street and Water Street
It will address:

- Retail crime
- Anti-social behaviour
- Night time economy related disorder and crime.

What are the benefits to be gained by using CCTV?

- Assist with keeping the communities of Dyfed Powys safe and protecting the vulnerable
- Promote public confidence and contribute to National Security
- The ability to obtain evidence which may be used to support prosecutions in a secure and retrievable form.
- The ability to monitor a number of strategic locations through intelligence led proactive use of CCTV
- High quality video evidence is less likely to be challenged than eye witness testimony leading to a reduction in anxiety for victims, a saving in court time and police officer abstractions
- A reduction in crime & disorder
- Assist with investigations and the identification of persons involved
- Assist with missing person enquiries
- Provide intelligence for policing purposes
- Ability to monitor real time and ongoing incidents
- To reduce time that offenders spend in custody by providing immediate access to CCTV footage, reducing bail and early guilty pleas.

Can CCTV realistically deliver these benefits?

Yes, through:

- Proactive and reactive monitoring by trained operators
- The ability to produce high quality video evidence for prosecution purposes
- The ability for CCTV footage / images to be viewed at local stations.

Do you need to identify individuals or can you use a scheme not capable of identifying individuals?

Yes it needs to be capable of identifying individuals. There is an overwhelming need to obtain evidence capable of identifying individuals in a high quality form for use during prosecutions.

Can the system deliver the benefits now and in the future?

The system will be of a high quality and efficient with the ability for expansion and additionality as new technology becomes available.

What future demands will arise for wider use of the images and how will you cope?

- Additionality of camera numbers / sites – will be scoped following a Crime Pattern Analysis and identification of key hotspots
- Analytics / facial recognition – to be scoped to support operational policing needs
- Third Party access – will be managed under Information Sharing Agreements and in line with the Data Protection Act and GDPR.

How can you minimise intrusion of those who may be monitored if specific concerns have been raised?

Intrusion can be minimised with high quality Operators who are well trained and aware of all strands of diversity and Human Rights. Any concerns may also be reduced by effective communication with community groups with a transparent two way interaction.

All cameras feature an 'electronic privacy zone' where they can be configured to blank out parts of the image(s), therefore windows or private gardens cannot be viewed or recorded.

In the event that any specific and justified concerns are raised a review will be undertaken by the System Owner.

Is the system established on a proper legal basis and operated within the law: Data Protection Act, Human Rights Act, Regulation of Investigatory Powers Act, Freedom of Information Act, Protection of Freedoms Act and relevant Codes of Practice?

- The system is compliant with the above legislation.
- The system is compliant with the Surveillance Camera Commissioner's Code of Practice and a Privacy Impact Assessment has been undertaken.
- A CCTV Policy has been produced by Dyfed Powys Police.

Is the system necessary to address a pressing need, such as public safety, crime prevention, Anti-Social Behaviour or National Security?

Yes, the system is necessary to:

- Protect our communities from serious threats
- Provide community reassurance
- Reduce the fear of crime
- Ensure public safety
- Reduce Anti-Social Behaviour
- Assist Police, other emergency services and partner agencies in effective incident management at Aberaeron
- Support potential National Security risks.

Is the system justified in the circumstances?	Yes

Is it proportionate to the problem it is designed to deal with?	Yes
Are there appropriate signs which inform the public that there is CCTV?	Yes
Overall Comments on the Assessment.	
The location of the cameras will be reviewed annually in line with the recommendations of the Surveillance Camera Commissioner. All camera sites will be published on the Dyfed Powys Police website.	

Name of Person Completing Form: C Griffiths

Signature: 

Date of Completion: 04.11.2026