

## Photography and Video policy

Reference: GN30

Effective date: 24 May 2014

Page no: 1 of 2

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Last revision 3 Aug 22

Next revision due: Aug 24



## Introduction

Photos and videos are used at Windmill Hill City Farm for a number of different purposes. This policy sets out when photos or videos will be taken, why they will be taken and the procedure for using photos or videos. Photos and/or videos of certain events or projects may be archived and used for publicity purposes.

## Why Photos or videos will be taken

There are certain reasons why photos or videos will be taken at Windmill Hill City Farm. These are dependent on the purpose by which the photo is being taken, which falls under two broad categories:

### Internal use

Certain pictures will be used as a means of documenting activities or projects with no intention of public usage. The nursery has a need for photographs to meet curriculum requirements and OFSTED guidance (see CF21 Photography and video, mobile phone and e-safety policy).

Projects use photographs as a means of documenting activity. These may be used in confidential reports to funders but are otherwise internal use only.

### External use

Publicity photographs may be set up for specific purposes or taken as part of events. These may be:

- General photos and videos of the site and farm – used for publicity.
- Photos of individuals on the site and farm

We will **not** take photos of anything that can give out personal information, such as names and why they are at the Farm, of any child or adult that is partially or fully unclothed, or that are derogatory or demeaning (including any descriptions of the photos or videos).

## Permission and Rights

Unless the person taking the photos is working for the Farm then permission to use the photos must be obtained from the photographer. Consent must be gained in order to use or copy a picture taken by an external photographer and best practice is to acknowledge the copyright owner. This can be done by:

- ◆ Individual image
  - 'Photo courtesy of [photographer's or company's name, linking to their website or email address as appropriate]'
- ◆ Multiple photos
  - 'Photography supplied courtesy of [list of photographers/company names, linking to their websites or email addresses]'

Permission forms (where applicable) should be kept in a sub-folder within the folder that the photos or videos are stored with a similar title, indicating that they are permissions. Permission forms should be kept for the same amount of time as the photo or video, ie as soon as the purpose for which it was taken has been fulfilled, both picture and permission should be deleted.

Parents of children in the nursery are asked to sign an existing form see CF21 Photography and video, mobile phone and e-safety policy.

If you are taking photos of an unknown individual at an event – such as spring festival – you can use without permission (for non-commercial purposes). However if people are identified (eg if you want to put names in description or caption) you must get permission. Best practice is to ask people if they consent to us using the photos on the website, for example. If they say no, the images must be

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deleted. If you are taking photos of a child always ask the parent's consent (not a legal requirement but good practice). Basic good practice is not to make anyone feel uncomfortable and not to infringe upon an individual's right to privacy. If someone wishes for a photograph they are in not to be used, then the photograph will be deleted and not used by the Farm in any way. Group shots are do not need written permission, although if an individual is identifiable it is best to ask permission from the person or parents if under 18.

If permission is not granted by an individual such as a volunteer or a parent of a child in the nursery then we must not take their photo and if they are identifiable in group shots, those shots should not be used or stored.

### Use of Photos or Videos

Once a photo is stored on the system (which means that it fills the criteria listed in the permissions section) it can be used for certain purposes at the Farm – such as the website and publicity material. Once a photograph is no longer required for the purpose it was taken, or is being used in the archive in order to document history, the photo must be deleted or destroyed. Photos or videos of people must be used in accordance with the General Data Protection Regulation. This means that:

- ◆ Photos or videos must be taken for a specific purpose
- ◆ Once that purpose has been served, the photos or videos must be deleted from the server and any physical copies destroyed.
- ◆ Any images that are felt to document the history of the farm well can be retained under that purpose

If there is uncertainty as to who owns the copyright to a photo or video ie the photographer did not give clear permission to use their work, then it may be better not use it. Likewise if a person has not given consent to be in a photo, they are identifiable and non-contactable, then you should not use the photo or video.

### Consent Forms

A consent form must be filled out for a photograph to be taken and stored of any person under the age of 18. If no consent form is completed, then a photograph including that person should not be used or stored. In a group shot and a non-consenting person is included but not recognisable, then the picture may be used. It is best practice to ask the person or a child's parents if this use is ok.