

Appendix 8: Using and sharing images of children - information and model policy

Based on guidance from the NSPCC Learning website and used with permission. To see more go to <https://learning.nspcc.org.uk/research-resources/briefings/photography-sharing-images-guidance>

Use this model policy to write a document that reflects the safeguarding needs of the children and young people that you work with. It's good practice to share your photography policy with children and parents and seek their consent at the beginning of the year. You may also need to get additional consent in specific circumstances (if for instance, you are bringing in a professional photographer or the photos might appear in the local or national media).

Model policy: USING AND SHARING IMAGES OF CHILDREN

We believe that children and young people should never experience abuse of any kind and that we have a responsibility to promote the welfare of all children and young people and to take and use images of children safely.

The purpose and scope of this policy statement is to:

- protect children and young people who take part in our services, events and activities, specifically those where photographs and videos may be taken
- set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities
- to ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people. This policy statement applies to all staff, volunteers and other adults associated with our activities

We recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
- the welfare of the children and young people taking part in our activities is paramount
- children, their parents and carers have a right to decide whether their images are taken and how these may be used
- consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with their use and distribution
- there are potential risks associated with sharing images of children online.

We will seek to keep children and young people safe by:

- asking for written consent¹ from a child and their parents or carers before taking and using a child's image
- explaining what images will be used for
- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- changing the names of children whose images are used in our published material whenever possible (and only using first names if we do need to identify them)
- never publishing personal information about individual children and disguising any identifying information (for example the name of their school or a school uniform with a logo)
- reducing the risk of images being copied and used inappropriately by only using images of children in appropriate clothing (including safety wear if necessary)
- avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
- using images that positively reflect young people's involvement in the activity.

- If we become aware of the misuse of images of children we will follow our child protection procedures for reporting

Photography and/or filming for personal use

When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will refer them to our photography policy before the start of the event. This includes:

- reminding parents, carers and children that they need to give consent for us to take and use their images
- asking people to gain permission from children, their parents and carers before sharing photographs and videos taken during our events
- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.

Photography and/or filming for our church / group's use

We recognise that our group leaders may use photography and filming as an aid in activities and to celebrate or publicise events and achievements. Children, young people, parents and carers must be made aware if photography and filming is part of the programme and give written consent. If we hire a photographer for one of our events, we will seek to keep children and young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour and ask them to always wear identification
- informing children, their parents and carers that a photographer will be present and ensuring they give written consent to images which feature their child being taken and shared
- not allowing the photographer to have unsupervised access to children
- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

Photography and/or filming for wider use

If people such as local journalists, professional photographers wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.) They should provide:

- the name and address of the person using the camera
- the names of children they wish to take images of (if possible)
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

The church/organisation will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children and their parents and inform the photographer of anyone who does not give consent. At the event we will inform all that an external photographer is present and ensure the photographer is easily identifiable, for example by issuing them with a coloured identification badge. If the church is concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and follow our child protection procedures as appropriate.

If consent to take photographs is not given

We will respect their wishes. We will agree in advance how they would like to be identified so the photographer knows not to take pictures of them and ensure this is done in a way that does not single out the child or make them feel isolated. We will never exclude a child from an activity because we do not have consent to take their photograph.

ⁱ See form 8: consent for use of images <https://panel.cymru/en/useful-forms>