

PHOTOGRAPHY AND FILMING POLICY

Purpose

The purpose of the Policy is to:

- protect people whose images are taken/filmed for use by Ready Generations
- set out the overarching principles that guide our approach to the taking and use of images/film footage
- ensure that we operate in line with our values and within the law when creating using and sharing images

When we gather images of people for use by Ready Generations, we will always do this with the appropriate and required knowledge and consent of the person or their family.

Application of Policy

This Policy applies to:

- all staff, volunteers and other adults associated with our work at Ready Generations
- anyone involved in taking photographs or film for use by Ready Generations
- anyone photographed or filmed as part of the work of Ready Generations

Legal framework

In addition to the legal framework relating to the protection and privacy of personal data (DPA 2018 and GDPR 2019), this Policy sets out our assurances for safeguarding and respecting the rights and views of our multi-generational community

Our assurances to you

Our Policy has been created on the basis of legislation, policy and guidance that seeks to protect everyone. We have used guidance written by NSPCC to support the Policy.

At Ready Generations we believe that:

- children, young people and vulnerable adults should be protected from abuse of any kind

- we have a responsibility to promote the welfare of all children, young people and vulnerable adults and to take, share and use images safely.

At Ready Generations we recognise that:

- sharing photographs and films can help us to celebrate our successes and achievements and raise awareness of intergenerational approaches
- the welfare of all stakeholders must be paramount when images are used
- everyone has a right to decide whether their images are taken and how these might be used regardless of age, disability, gender reassignment, race, religion, sex or sexual orientation
- consent to take images is only meaningful when everyone understands how images will be used and are fully aware of the potential risks associated with the use and distribution of images
- the particular risks associated with sharing images of children and young people online

Keeping everyone safe

We will seek to keep everyone safe by:

- always asking for written consent before taking and using images. This includes sensitivity to individual wishes, intentions and consent from parents/carers
- always explaining what images will be used for, how they will be stored and the potential risks associated with the sharing of images
- making it clear that if a person withdraws consent for an image to be shared, it may not be possible to delete images that have already been shared and/or published
- changing the names of people whose images are being used in our published materials whenever possible and only using first names if we do need to identify them
- never publishing personal information about individuals and disguising any identifying information as far as possible
- making sure our intergenerational community (including parents, carers and staff) understand how images will be securely stored and for how long. This includes how we control access to images and associated information)
- reducing the risk of images being copied and used inappropriately by:
 - ✓ using images where everyone is dressed appropriately
 - ✓ using images where people are wearing the correct safety equipment (as required)
 - ✓ 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 our work and the active participation of our intergenerational community.

Consent

When images are being taken children, young people, parents and carers are made aware that photography/filming will take place and anyone with legal responsibility for children/older people (parents and designated carers) must have given their written consent beforehand.

We have a range of forms that must be used to gather written consent. We ask for written consent for use of their image and/or participation in a video/film to be used by Ready Generations in perpetuity e.g. in our printed publications, resources, website and other social media platforms.

The completed forms are stored securely.

Storing consent forms and images

All electronic images are stored using secure methods, in accordance with our safeguarding procedures and data protection law. We never store images on unencrypted portable equipment such as lap-tops, memory sticks and mobile phones.

We store copies of completed consent forms separately from images. This gives additional protection to the people in the images/

All electronic images are kept in protected folders with restricted access. Images and recorded footage will be stored on Ready Generations systems for a maximum of five years after which they will be deleted permanently. Any hard copies of images will be stored in a locked cabinet and destroyed after five years.

Withdrawing consent

If you change your mind about consent for Ready Generations to use your image or the image of someone you are responsible for as parent, legal guardian or carer, please get in touch with us by email or telephone. We will then delete the image(s) from our systems and records.

E: sue@readygenerations.co.uk

T: 0151 734 4869

Contacting us

If you have any questions, you can contact us by telephone, email or post.

Ready Generations

42A Ullet Road

Liverpool

L17 3BP

E: sue@readygenerations.co.uk

T: 0151 734 4869

How to make a complaint

If you have cause for complaint about the way we have gathered, transferred, stored or used any images or footage, you can write to us or contact us using the contact details set out above

If you remain dissatisfied then you have the right to make a complaint directly to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire SK9 5AF

www.ico.org.uk

Review

We are committed to regularly reviewing all our policies. This Policy will be reviewed biennially from September 2025.