

Photography & Media Consent Policy



1. Introduction

- 1.1. The Eldonian Community Trust ("the Charity") occasionally captures photographs, video, and audio recordings to promote and document its charitable activities, such as community events, trips, and programmes involving children, young people, and adults.
- 1.2. This policy outlines the Charity's procedures for obtaining consent, handling, and using media content, in compliance with data protection and safeguarding obligations.

2. Purpose of Capturing Media

2.1. Media may be used for:

- 2.1.1. Promotional materials (e.g., leaflets, posters)
- 2.1.2. Charity website and social media channels
- 2.1.3. Reports to funders and stakeholders
- 2.1.4. Historical records and public awareness of charitable activities

2.2. No image or recording will be used for commercial purposes without explicit written consent.

3. Consent Requirements

3.1. No identifiable image or recording of any person will be taken or used without appropriate consent.

3.2. For children under 18:

- 3.2.1. A signed Photography and Media Consent Form must be obtained from a parent or legal guardian
- 3.2.2. If an event is part of a formal partnership, consent may be obtained from the a partner who is willing to formally confirm that the Trust has full consent.
- 3.2.3. The form must clearly state how the media will be used
- 3.2.4. Consent must be renewed annually

3.3. For vulnerable adults:

- 3.3.1. Informed consent must be given by the individual, or by a carer or legal representative if necessary
- 3.3.2. Adults attending public events may be asked to opt in or out of photos where practical, and signage will be displayed informing attendees of photography.

4. Safe and Respectful Use

4.1. Photographs and videos will:

- 4.1.1. Show people in a dignified and respectful manner
- 4.1.2. Avoid showing children's names or identifying details alongside images
- 4.1.3. Avoid using images that could be seen as inappropriate or exploitative

4.2. Volunteers, staff, and photographers must:

- 4.2.1.** Seek verbal confirmation before taking individual close-up shots
- 4.2.2.** Never take photos in private or sensitive contexts (e.g. bathrooms, changing rooms)
- 4.2.3.** Comply with the Safeguarding Policy at all times

5. Storage and Retention

- 5.1.** All media will be stored securely, either on password-protected devices or cloud storage with restricted access.
- 5.2.** Consent records will be retained in line with the Charity's Data Protection and Retention Policy.
- 5.3.** Media will not be kept longer than is necessary for the purpose it was collected and may be archived or deleted after a set period.

6. Withdrawal of Consent

- 6.1.** Individuals (or their parent/guardian) may withdraw consent at any time by contacting the Charity in writing.
- 6.2.** The Charity will make every reasonable effort to remove the relevant media from digital and print materials going forward, though it cannot guarantee removal from materials already circulated.

7. Third Party and External Use

- 7.1.** If media is shared with partner organisations or funders, usage will be restricted to the original stated purpose and require additional consent if used externally.
- 7.2.** The Charity will not sell or distribute images to third parties under any circumstances.

8. Policy Review and Approval

- 8.1.** This Photography and Media Consent Policy was approved by the Board of Trustees on Friday 9th May 2025 and will be reviewed every two years or in response to changes in law or Charity Commission guidance.