



Photography and Filming Policy

Policy Created: Dec 2020

Next planned review: Dec 2021 or sooner as required

PURPOSE

Scarf works with children/young people and families at all of our activities, including our term-time clubs (Multi Sports, Youth Club, Drama Club), our Scarf 2 activities, and all our holiday activities. This policy applies to all our service users, who are children/young people from 0 to 25 years old.

The purpose of this policy is to:

- Protect children/young people who take part in Scarf's services 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/adults during our events and activities
- To ensure 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 employees, volunteers, committee members, Scarf members (parents/carers), children/young people, and other adults associated with Scarf.

We believe that:

- Children and young people should never experience abuse of any kind
- We have a responsibility to promote the welfare of all children and young people and to take, share and use images of children/young people safely.

It is important that children/young people feel happy with their achievements and have photographs and films of their special moments. Family/friends also want to be able to share the successes of their child/ren when they have been part of a special event or activity.

However, some children and their parents/carers may not be comfortable with images of themselves or their children being shared. For example:

- if a child and/or their family have experienced abuse they may worry about the perpetrator tracing them online
- children who choose not to have contact with some members of their family may decide to minimise their online presence
- families may have religious or cultural reasons for choosing not to be photographed.

We recognise that:

- Sharing photographs and films of our activities can help us celebrate the successes and achievements of our children/young people, provide a record of our activities and raise awareness of our organisation
- The welfare of the children/young people taking part in our activities is paramount
- Children/young people and their parents/carers, have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- There are potential risks associated with sharing images of children/young people online.
- 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 the use and distribution of these images.

Potential risks of sharing images:

Sharing photographs and images of children on social media or our website carries potential risks. For example:

- children may become vulnerable to grooming if a photograph is shared alongside information that makes them identifiable. This includes personal details; a tag with location information; visual details such as a school uniform
- inappropriate images of children may be shared online
- images may be copied, downloaded, screenshotted or shared by anyone
- images of children may be adapted and used inappropriately
- photos or videos may appear in internet search results
- depending on the terms and conditions of using an online platform, the image may be owned by the platform once it's been posted. Platforms may then license images for use by third parties – such as for commercial purposes
- each photo or video, and any comments on them, become a part of a child's public image. This may affect them later in life – for example, it may affect how they see themselves, or how they are viewed when applying for a job.

Before sharing images of children on social media, adults should consider how widely images may be shared, how long they may remain available and how this may affect the children's long-term wellbeing.

GUIDELINES

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

- always asking for written/emailed consent from a child/young person and their parents/carers before taking and using a child's image (this is done via our annual membership form, which is completed by families every January and they are asked to confirm whether or not they give Scarf consent to use their child's photograph/video)
- Explaining what images will be used for, how long they will be stored and what potential risks are associated with sharing images of children
- 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 being 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)
- making sure children, their parents/carer understand how images of children will be stored and for how long (including how we will control access to the images and their associated information)
- reducing the risk of images being copied and used inappropriately by only using images of children in appropriate clothing and 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.

Photography and/or filming for personal use

When children themselves, parents/carers or spectators are taking photographs or filming at our activities and the images are for personal use, we will publish guidance about image sharing (this will go out to our members annually as part of our Good Practice Guidelines for Parents and also go on our website). This includes:

- reminding parent/carers and children that they need to give consent for Scarf to take and use their images
- asking parents/carers to gain permission from other families, ie: children and their parents/carers, before taking and sharing photographs and videos that include them
- recommending that members check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding children and parents/carers who they can talk to if they have any concerns about images being shared (Programme Coordinator and/or Scarf Committee Member)

Photography and/or Filming for Scarf's Use

Scarf employees/volunteers are prohibited from taking photographs, videos or voice recordings of other employees or Scarf members unless asked to on behalf of Scarf.

We recognise the importance of Scarf's group leaders/Meet and Greet in using photography and filming as an aid in activities such as Multi Sports, Youth Club, Drama Club, Scarf 2 activities and at our holiday activities. In these situations key employees are permitted to take photos but this should only be done with the group's permission (and must not be shared on social media without the consent of those involved) and preferably using Scarf equipment (ie: Scarf phone or laptop). If it is necessary for a Scarf employee/committee member to use their own phone for taking photos for Scarf purposes, once the images have been shared with the Programme Coordinator, then they should be deleted (unless they are of a family member).

Children/young people and parents/carers must also be made aware that photography and filming is part of the programme and give written consent (on their annual membership forms).

If we hire a photographer for one of our events, we will seek to keep children/young people safe by:

- providing the photographer with a clear brief about appropriate content and behaviour
- ensuring the photographer wears identification at all times
- informing children, their parents/carers that a photographer will be at the event 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
- 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 (not hired by Scarf) or students 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.

Scarf will verify these details and decide whether to grant permission for photos/films to be taken.

At the event we will inform children, parents and carers that an external photographer is present and ensure they are easily identifiable, for example by issuing them with a coloured ID badge. We will seek consent from the children who are the intended subjects of the images and their parents will inform the photographer of anyone who does not give consent.

If Scarf is concerned that someone unknown to us is using our sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our child protection procedures.

Storing Images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection laws.

We will keep hard copies of images in a locked drawer and electronic images in a protected folder with restricted access. Images will be stored for a period of 5 years, unless specifically requested by a member that they should be removed sooner.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks or mobile phones.