

Photographic Policy

“The use of photos on websites and in other publications poses direct and indirect risks to children and young people. Organisations wishing to use images of the children they work with or are otherwise in contact with must therefore have a policy in place to safeguard the children involved”

[NSPCC Factsheet]

Through this policy we aim to respect young people's and parents' rights of privacy and minimise the risks to which young people can be exposed through the misuse of images. The policy takes account of both data protection and child protection issues.

Data protection

- Photographs and video images of members of the Scout Association are classed as personal data under the terms of the Data Protection Act 1998. We will not use images of identifiable individuals for publicity purposes without the consent of either the individual themselves or, in the case of young people, their parent, guardian or carer.
- In seeking consent we will ensure that parents are clear why we are using a child's image, what we are using it for, and who might want to look at the pictures. Our consent form makes clear the period of time for which consent applies.
- All images will be stored securely and used only by those who are authorised to do so

Safeguarding

- We will only use images of Young People in suitable dress. The District Media Manager and District Executive will decide if images of some activities – such as sports or arts – are suitable without presenting risk of potential misuse.
- Any evidence of the use of inappropriate images, or the misuse of images, will be reported to the in line with the Child Protection Policy.
- Individual young people will not be fully named (Christian names may be used though generally this will be avoided) in conjunction with their image and we will not knowingly use an image of a child who is subject to a court order.
- It is to be made known to event leaders any young person who cannot appear on social media and for them to be identifiable as such whilst attending the event. The event leaders will make their best endeavours to inform attendees and any visiting dignitaries to events held by Bradford North District Scouts of this policy, any images taken and posted inadvertently need to be reported to the event leader to have this image removed as quickly as possible.
- Photographs taking in public spaces are beyond the control of Bradford North District Scouts.

Websites and Social Media

We will adopt the same principles as outlined above when publishing images on the internet as we would for any other kind of publication or publicity material. However, the District recognises that there is no control over who may view images, and consequently a greater risk of misuse of images, via the Internet. We will therefore give specific consideration to the suitability of images for use on the County website.

Privacy settings to be set on all websites to protect the members including images and articles

Webcams and mobile phones

Webcams and mobile phones can be used to take images without people's knowledge. The policy is to signpost areas in which webcams are being used so that people know the webcam is there before they enter that area.

Mobile phones that can take and transmit images will not be permitted in areas where they could be misused, such as changing rooms or sports facilities. Misuse will be regarded as a breach of this policy and dealt with accordingly.

Ownership of Media

- Young People give their permission, specifically, for Bradford North District Scouts to use photographs, films or videos. Written permission to use any media captured from Bradford North District Scouts activities / events must be obtained from the District Commissioner before use on none Bradford North District media.
- All photographs, films and videos captured on Bradford North District Scouts events / activities remain the property of Bradford North District Scouts.

External Suppliers and events

Where the District invites or permits an external photographer or external event provider to a Scouting event, we will:

- External suppliers will comply with the Bradford North District Scouts Child Protection Policy
- Provide a clear brief about what is considered appropriate in terms of content and behaviour
 - Any photographic, video recordings, filming will not be used for publicity purposes by the external provider without the explicit permission of Bradford North District Scouts in line with this policy
 - Any photographic, video recordings, filming must not identify any individual
- Issue the photographer with identification which must be worn at all times
- Bradford North District Scouts will inform young people that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs
- Not allow unsupervised access to young people at events.
- Young People give their permission, specifically, for Bradford North District Scouts to use photographs, films or videos, therefore an external supplier will need written permission to use any media captured from Bradford North District Scouts and all photographs, films and videos remain the property of Bradford North District Scouts.
- External Suppliers wishing to use photographs, films and/or videos will need written permission from the District Commissioner to use media captured on Bradford North District Scout events / activities

The same conditions will apply to filming or video-recording of events.

Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press