

AGE UK EXETER

Controlled Document

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Next review due: April 2029

Owner (Responsibility): Chief Executive Officer

Amendments to: Governance Lead

Revision History: See end of document.

Document Location: www.ageuk.org.uk/exeter/about-us/policiesandguidelines/

Document Description

This policy sets out our protocols regarding the use of photography, videography and case studies in the organisation.

It may be read in conjunction with the Social Media Policy and Fundraising Policy.

Implementation and Quality Assurance

Implementation is immediate and this policy shall stay in force until any alterations are formally agreed.

The policy will be reviewed every three years by the Board of Trustees, sooner if legislation, best practice or other circumstances indicate this is necessary.

All aspects of this policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy, please contact the Chief Executive Officer via email at info@ageukexeter.org.uk

Photography Policy

1. Introduction

This policy sets out our approach to the taking of photographs, videography and case studies within the course of our work at Age UK Exeter (AUKE). It sets out the legal basis for our work and how this extends to safe and ethical practice that supports our person-centred approach.

2. Individual photography, case studies, videography and bespoke pieces of work

A photo **consent** form should be used and signed by the client or person to be included in the piece of work. Carers can also countersign to denote consent. Photos taken with consent can be used for a five-year period. Wording should clearly note how photos may be used and that consent can be withdrawn by the client or carer at any time.

If an individual withdraws their consent, then the consent is still deemed to have been valid up to the point of withdrawal. The example the ICO gives is that if you have used a photo in a publication and a data subject withdraws their consent, you do not need to take action on all the publications that have already been distributed, but you would not be able to use/distribute any more publications from the date of withdrawal with that photo.

3. Small group photography with current service users or volunteers

Photo consent forms should be utilised as above. Groups of 6 or less.

4. Event photography (Photographs of crowds or large groups)

If crowd shots are taken during an event and an individual is not identifiable, then there is no need to find a legal basis to take, display or publish the photo. This applies to any individuals whose images are incidental detail in a crowd.

If images are taken in a setting where it is likely that individuals may be identified, then our legal basis can be legitimate interest. In both these scenarios, we must display notices informing attendees of the following points.

- Alert people in the foreground of these shots who are within earshot of the photographer verbally and give them the opportunity to move away if they wish.
- Give visual warnings that photography will take place at the event and include this statement on hardcopy materials disseminated. The wording included should include a simple statement on how photos will be used.
- Provide a clear way to opt out (eg. notify the photographer, put your hand towards your face to indicate that you do not want to be photographed).

Event materials should be kept showing that attendees were informed.

If school children or an independent group are involved in an event, written consent should be logged by the group lead that they have the right consents in place for the participants to be photographed. If in any doubt, they must be blurred out of photos or not included in them.

Names or identifying details such as addresses should not be used in conjunction with photos. If a name is used for a bespoke case study or piece of work, it should be first name only with no other identifying information.

Please see example poster in appendix one.

5. Staff photos

Photographs taken of staff for identification purposes can be taken under the lawful basis of legitimate interests and fulfil our health and safety obligations to keep both staff and clients safe.

Group photos taken of staff to promote our events and services can be taken under the lawful basis of legitimate interests, but staff should be well informed of how the photos will be used and given a clear 'opt out' as above.

Bespoke pieces of work with staff should be done under the lawful basis of consent and a consent form should be utilised as above.

6. Safeguarding clients

Focus will be given to fully informing clients of their right to consent to individual photography or not. This will not affect service provision. We acknowledge that capacity can change. If conducting a bespoke piece of work and there are concerns over whether someone would still want to be in a photo even though they gave consent in the past, best practice would denote communicating well with the client and carer at the time and erring on the side of caution. Our priority is to offer a person-centred approach, and this may mean discarding or rechecking previous consent forms if capacity has changed.

7. Branding and Ethical considerations

AUKE will ensure that its materials conform with the Age UK brand and protect both the local charities and the national charities reputation and standards. This will be in accordance with the Ethical Policy, Equity, Diversity and Inclusion Policy and Conflicts of Interest Policy. Though we wish to promote equity, diversity and inclusion in the charity, we are not able to include signs or items of clothing that could be deemed denigrating or hateful towards other institutions or persons. Neither can we include signs or clothing that are of a political nature. These will be blurred out if applicable or not included in photos.

Revision history

Revision date	Summary of Changes	Other Comments
03.03.26	Version 1: new policy to ensure photography protocols are well communicated and easy to find in one place.	

Photographs and/or video will be taken at today's event

By taking part in this event, you grant Age UK Exeter full rights to use the images resulting

from the photography/video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieve the group's aims for a period of five years. This might include (but is not limited to), the right to use them in their printed and online publicity, social media, press releases and funding applications.

If you do not wish to be photographed, please inform the event organisers who will be introduced to you at the beginning of the event or make yourself known to the photographer. Thank you