



**Title of Policy:** Use of Images of Children and Young People

**Effective Date:** October 2014

**Reviewed:** November 2017      **Next Review:** November 2017

**1. Rationale or background to policy:**

Many Wecan activities involve the taking and use of photographic and video images. These may be undertaken as part of recording specific activities for viewing by parents and funding organizations or for general publicity and marketing materials and celebrating achievement.

Wecan recognizes, that the act of photographing and videoing images of children and young people is associated with risk. The publication of children's and young people's images, especially where they are accompanied by the individual's name, is vulnerable to attracting negative attention.

**2. Policy Statement:**

The following guidelines relate to the taking and publication of the images of children and young people based on statutory guidance and good practice.

This policy applies to the taking of photographs, whether for use by Wecan, it's funders, parents or the media, and whether or not the children and young people whose images are to be taken will be identified individually.

**3. Procedures:**

**Social Media and Website**

Particular care should be taken by staff and parents when considering the publication of image material onto the internet. Articles should be screened very carefully to ensure that individuals cannot be specifically identified by full name or by any other means.

This includes ensuring that they cannot be identified from the file name of any electronic image files that are placed on any website. Wecan parents have been asked for permission for use of their child's image on the Wecan official website.

Parents should not post images of their child on any social networking sites/websites if that child is pictured along with other children/young people at an activity, event or trip.

### **Consent**

Photographs and video images of children, young people, staff and volunteers are classed as personal data under the terms of the Data Protection Act 1998, therefore, the use of such images by Wecan requires that the consent of each individual child's parent is sought.

Wecan seek parental consent before any photographs or videos of a child are taken where these are likely to be used in a publication or displayed by Wecan in a public place. Wecan has a generic permission form that parents are asked to complete when their child commences involvement in Wecan activity sessions and parents are responsible for informing Wecan if permissions change at any time during their child's involvement. This permission form includes use of images in photographs and DVD/Video formats.

When a parent does not agree to their child/young person being photographed, the Service Manager must inform staff and every effort must be made to comply sensitively.

The generic permission form that Wecan asks parents to complete includes use of photographic images that are transmitted or shared beyond the establishment e.g. television broadcasts, or film making (i.e. public use).

### **Event Specific Consent**

Although Wecan obtains a general consent form there may be a case when specific permission is required. Although the general consent form requests permission for public use (including newscasts and media) it is good practice to let parents know if photographs are being taken/used by press and media. This makes parents aware that it is happening as the coverage could be local, national or sometimes international and associated storylines may be so varied as to make them unpredictable.

### **Children Photographing Each Other**

Whilst staff and volunteers endeavour to monitor use of photographic equipment by children and young people during sessions, there may be incidents where children take inappropriate photographs, perhaps showing friends and other children inappropriately dressed. Staff discourage this practice, but ultimately parents are responsible for monitoring their child use of cameras and subsequent use of the images involved.

### **Mobile Phones**

The use of mobile phones which contain cameras of photographic and or video capabilities are not permitted for use at Wecan.