



Photo Policy

52 Lives is committed to obtaining the appropriate and legally required form of consent before photos and video are taken and used.

Photography and Video of Children

52 Lives is committed to the following principles and practices:

1. 52 Lives must obtain written parental / guardian permission for all children (aged less than 18 years) before they are photographed or before we use any photos or videos that are submitted to us. In the case of our School Kindness Workshops, we seek permission from a head teacher or relevant senior member of staff to ensure we have permission to photograph / video children in their school, and to ask that they inform us of any children who should not be photographed/videoed.
2. In those situations where prior written parental permission has not been obtained, verbal consent must be obtained before photos and video of children are taken and written consent must be obtained before those images are used in any form.
3. If consent has not been obtained for a child who is included in a group shot, the individual publishing the picture on the website, in a newsletter or other media will obscure the image of that child prior to publishing or displaying the photo.
4. Photos and videos will have a minimal amount of personal data accompanying them when shared.

For example, when we share photos of children, we will only use their first name if there are no other identifying details (such as the name of their school or their location) and we will only do this with the express permission of the person with parental responsibility for that child. Where we do use the name of a school or any other identifying details (such as town), we will not name the child in the photograph. Home addresses are never to be included. This is important because images can be used as a means of identifying children when associated with personal information and this information can make a child vulnerable to an individual who may wish to contact and start to “groom” that child for abuse – online (e.g. through websites or social networking) or through direct contact in the off-line, “real” world. Information placed on the internet has also been used by estranged parents (e.g. in adoption or domestic violence circumstances) to identify, trace and cause significant difficulties for children. Photographs are also sometimes used or adapted for inappropriate use.

6. If naming a child or group of children in an image is considered necessary and the relevant permission has been granted, 52 Lives will only use their first names.
7. We will only use images of people who are suitably dressed.
8. Photographers should not photograph any child who has asked not to be photographed or who is under court order (where it is known).
9. Photography or video filming should focus on the activity not on a particular young person.
10. All concerns regarding inappropriate behaviour or intrusive photography should be reported to the Safeguarding Officer.

Photography and Video of Adults

1. At any time an individual adult or small group of adults is photographed or filmed, or if a photo is submitted to 52 Lives for use, each adult pictured must be asked for either written or verbal consent before their image is used.
2. The taking of photographs, film or other images of vulnerable adults is not appropriate without prior consent. 52 Lives must ensure that such consent is in place before making any such image of a vulnerable adult.
3. Special care must be taken when using any image of a vulnerable adult in general publicity or in print publications. All images must maintain the dignity of the individual.
4. Photographers/videographers submitting photos/videos to 52 Lives for use must provide written consent from the adults in the picture (or if that's not possible then they must sign a release stating that they obtained verbal consent from the individuals in the photo.)

Taking Photos and Filming Video in Large Group Situations (with the exception of schools)

It is not always necessary to obtain written consent before a photo or video is used, such as in large group situations (such as at an event). In these cases - where the distribution and completion of consent forms would be impractical – it is good practice to ensure that there are clear signs around indicating that publicity photos are being taken.

Photos where individuals inadvertently appear in the background

It will not normally be necessary to obtain the specific permission of all who appear incidentally in the background of publicity shots where they are clearly not the focus of the image.

Security

In order to minimise risk of theft and loss of, and unwarranted access to people's personal data 52 Lives is committed to the following:

1. Photos and video must be stored securely and password protected. This also means files on unencrypted, non-password protected memory sticks (etc) need to be deleted as soon as possible after use (for example, in the transfer of data between 52 Lives computers).
2. Access to the digital files is to be restricted on a 'need to know basis.' For example, staff who need access to the files in order to use them for the purpose for which they were collected.
3. Photos and video may only be shared and used for the purposes to which consent has been given.

Retention of Data

1. Photos and videos may only be stored long enough to fulfil the purpose for which they were collected. When the need to use them has passed they are to be deleted.
2. If an individual objects to the storage and sharing of a photo or video containing their image or that of a person they are legally responsible for then we will permanently delete, destroy or return all copies of that file within the possession of 52 Lives and let them know that we intend to do so. We are legally obliged to respond to such complaints within 21 days.

Copyright Policy

1. Unless otherwise indicated, photographs and videos published by 52 Lives are the property of and are copyrighted or licensed by 52 Lives and may not be used for any purpose (including but not limited to downloading, printing, distributing and linking) without permission from 52 Lives.
2. 52 Lives will obtain permission to use any photographs and graphics from other sources before using within any publication, website or other medium.

Please contact admin@52-lives if you have any questions.

Designated safeguarding officer is Jaime Thurston, CEO of 52 Lives. jaime@52-lives.org

This policy is due for review in November 2022.