**Great Brickhill Parish Council**

**Photography Policy Statement**

**Summary**

Great Brickhill Parish Council takes the issue of data protection very seriously. We promise we will not use your image for anything that may be viewed as negative in tone or that may cause offence, embarrassment, or distress. If you have any questions, please call the Parish Clerk, Great Brickhill Parish Council, 01525 290458.

This does not affect your rights under the Data Protection Act and Freedom of Information Act.

**1 Background**

1.1 Great Brickhill Parish Council may use photographic images for publicity purposes. This Policy will apply without exception to all occasions when official Great Brickhill Parish Council photographic images are to be taken.

1.2 For the purposes of this Policy the term “photographic images” is understood to include photography, video and other electronic images and applies to cameras, mobile phones, videos and any other equipment capable of recording images.

1.3 This Policy only applies to photographic images which have people in them. Great Brickhill Parish Council has no Policy on photographs of other subjects beyond what is required by law.

1.4 An up-to-date copy of this Policy shall be maintained on Great Brickhill Parish Council’s website.

**2 Purpose**

2.1 The purpose of this Policy is to ensure:

1. responsible use of photographic images by Great Brickhill Parish Council

• protect children and young people who take part in Great Brickhill Parish Council’s services, events and 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 during our events and activities

• to ensure that 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 staff, volunteers and other adults associated with Great Brickhill Parish Council.

1. that only a high standard of photographic images is used on the Council website, in press releases and other promotional material.
2. that all legal requirements are met in the taking and publication of photographic images.

**3 Guidelines**

3.1 Taking of photographic images by Great Brickhill Parish Council:

3.1.1 Great Brickhill Parish Council will commission the taking of photographic images for a number of uses, these include (but are not limited to); printed materials such as newsletters or brochures; display materials, such as banners, posters and canvasses; for issue to the media alongside press releases; for use on its own website.

3.1.2 Great Brickhill Parish Council will only use photographs taken by Parish Councillors, Council employees, or people appointed by the Council in advance to take photographic images on the Council’s behalf. The Parish Council may also use photographs taken by Members of the Public.

Official Photographers will be required to wear identification so that they are easily identifiable.

• the photographer will be given a clear brief about appropriate content and behaviour

• the Parish Council will endeavour to inform children, their parents and carers that a photographer will be at the event through advance publicity and via a notice displayed at the Entrance to any event. Should a parent not wish to have their child photographed then they need to inform the Organiser that this is the case before entering the event.

• the photographer will not be allowed to have unsupervised access to children

• the photographer will not be allowed to carry out sessions outside the event or at a child’s home

3.1.3 At all Great Brickhill Parish Council organised events where photographic images have been commissioned by the Council, posters will be on display at all official entrances, advising of this. Posters will contain contact details for further information and will enable any person who does not wish to be photographed the opportunity of taking steps to avoid this.

3.1.4 Promotion of Great Brickhill Parish Council events (i.e. event posters, press releases, general advertisement) will state that photographic images will be taken for publicity purposes, and where practical, refer to this Policy.

3.1.5 Providing that Great Brickhill Parish Council takes practical steps (as detailed in Section 3.1 of this Policy) to make the public aware that a photographer is on site, individuals are deemed to have given their consent by remaining at the event or location in which photographic images are being taken.

3.2 Data Protection Act

3.2.1 Photographic images are regarded as personal data under the Data Protection Act 2018. Under the Data Protection Act 2018 all personal data must be fairly obtained, must be accurate, kept up-to-date and used only for one or more specified lawful purposes.

3.2.2 In general terms, permission is automatically gained from all the people who attend an event where official photographs are being taken unless they have made the Organiser aware before entering the Event that they do not wish to be photographed.