

Campus Children's Holidays - Photo Policy



Introduction

Campus needs and welcomes publicity. Children's photographs add colour, life and interest to fundraising initiatives, its website and as mementos for the children post projects.

However, photographs must be used in a responsible way. Campus needs to respect children's and parents rights of privacy and be aware of potential child protection issues.

At Campus every reasonable effort will be made to minimise risk by following the guidelines detailed in this document and by securing parent/guardian consent for the use of photographs.

This policy applies to the use of photographs in Campus fundraising, on its website, recruitment, publicity and summer end of week group photographs as presents.

This policy reflects the consensus of opinion of the governing body of Campus. Its implementation is the responsibility of all members. Parents and guardians will be made aware of this policy.

Child Protection

There may be a risk when individual children can be identified in photographs. For that reason the governing body of Campus have developed this policy to make every effort to minimise risk.

In the event of the inappropriate use of children's photographs the Safeguarding Officer will inform the relevant authorities.

Data Protection Act 1998

Photographs and video images of children and volunteers are classed as personal data under the terms of the Data Protection Act 1998. Therefore, using such images for Campus publicity purposes requires the consent of either the individual concerned or in the case of children, their legal guardians.

Campus will not display images of children or volunteers on websites, in publications or in a public place without such consent.

Appropriate Use of Images

Campus will:

- Ensure that electronic images are stored on a secure network to which members of the public have no access;
- Ensure that images are only accessible by those who require this access for the use of publicity and fundraising;
- Secure parental consent for the use of children's photographs in publicity (including for fundraising purposes) and for group photos at the end of the project even in cases when faces are not visible;□
- Ensure that coordinators are responsible for maintaining a record of which children are in photos taken on projects and that all of these children have consent to feature in photos;
- Ensure that children are appropriately dressed – a minimum of a t-shirt and shorts.
- Ensure no real names will be used when photos are used for publicity purposes.

Online publicity

The only use of our photos online will be on our website and the official Campus Facebook page. The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, Executive Committee of Campus are aware of the potential risk of inappropriate use of images because of the lack of control over who might see the image and the wide extent of the misuse of the Internet by certain people. The Executive Committee will seek the consent of parents regarding the use of images on the Internet.

Photos for fundraising purposes

Campus occasionally receives requests from external funding bodies for photos to use in their own publicity. In order to maintain positive relationships with our donors, Campus can provide these images as long as the following criteria are met:

- The fundraising officer should be responsible for keeping a record of all photos sent, including which children appear in any photos.
- The fundraising officer should obtain a clear written record of where all photos sent will be used, and ask funders to request permission before using these photos for any additional purposes.

Cameras on Campus

There will be at least one Campus owned camera on project, which will be assigned as appropriate by the week's coordinators.

This will be used in 2 ways:

- 1) End of week photos, which can then be given as a hard copy gift to the children/helpers on the week.
- 2) Photos to be used for fundraising and publicity purposes.

Coordinators will be responsible for preparing a list of children at the start of the week who do not have consent to feature in photos and ensuring that all children who do appear in photos have been given the relevant consent.

Phone cameras

Concerns have been expressed about the risks posed directly and indirectly to children through the use of camera phones on Campus.

In order to minimise risk at Campus:

- Volunteers will only use the camera function of mobile phones in office areas or areas away from the children and ensure no children or young helpers appear in photos.
- Children will be discouraged from bringing mobile phones on campus, and those that do shall hand their phone into the office, and only make calls when necessary and accompanied by helpers.

Consent for Photographs

Parent/carer consent

Campus will request opt-in consent from parents/carers for photos to be used with the following wording:

- I give permission for photos of my child to be taken and stored by Campus, and shared in printed form, for the purposes of sharing memories of the project.
- I give permission for photos and videos of my child to be taken, stored by Campus, and shared in printed and electronic form, including on the internet, for the purposes of raising awareness of the charity.

It is the responsibility of helpers on pick up to ensure that all sections of the consent form are fully completed.

Social worker consent

Social workers making referrals will also be asked whether children have permission for photographs to be taken, using the same wording as above. This will act as an extra check for children who cannot be photographed for a legal reason. Where there is a discrepancy between the response given by social workers and parents/carers, it is the responsibility of coordinators to follow this up. If in any doubt, assume no consent.

Consent for photographs of volunteers

Volunteers should also be informed that they may feature in photos for publicity purposes and should be given the option to opt out of this at the start of week meeting.

Timeline for photo use

In some instances Campus will be using photos of children who have since grown older and/or left Campus projects. Maintaining clear records will allow Campus to delete photos if this is requested by guardians or children.

In the event of a change in photo consent:

- Guardians should inform Campus of this and we will make every reasonable effort to delete historical photos containing these children;
- If coordinators become aware of a change in consent (eg. by noting a discrepancy between information Campus holds and the current consent form) they should make every reasonable effort to contact guardians and query whether this also applies to historical photos.