

# Photography and social media policy

## Purpose

The intention of this policy is to ensure that photographs and recorded materials are taken and used in an appropriate way during Scout activities. This policy also outlines safety measures in line with GDPR that are taken when sharing content on social media, websites, and promotional material. As well as who is allowed to take photographs and how photographs can be stored.

Using photography, video, and audio is essential to promote Scouting and the positive impact it has on young people. It may be published via Group internally controlled publications and communication channels, such as via email, websites, newsletters, at the Group meeting place, Group social media channels, Group advertising and/or promotional material including press e.g., local newspapers.

## Permission

A release form is not a legal requirement, as the copyright of an image belongs to the photographer and not the subject, nevertheless, it is considered best practice and is an effective way to prove consent for managing personal data.

Upon joining the 5<sup>th</sup> Penwortham Scout group, all parents/guardians are asked to consent for photos, video, and audio of the young people to be published in this form whilst undertaking Scouting activities across all channels. It is reasonable to expect that some parents may choose not to consent to this, and their participation will not be affected should consent be denied. All reasonable steps will be taken to ensure images identifying the young person are not used or shared, e.g., Names. It is the responsibility of the parents/guardians to inform 5<sup>th</sup> Penwortham of any changes.

Young people's personal wishes are always considered, and they will never be forced or persuaded into having their image or sound shared against their wishes.

Permission is given to all leaders who have completed their safety, safeguarding, and GDPR training. They do not need to be given written or verbal permission by 5<sup>th</sup> Penwortham. Once they have completed the training, they are allowed to photograph 5<sup>th</sup> Penwortham scout activities / sessions so long as they comply with the points outlined in this policy.

## Safeguarding young people

There have been concerns about the risks to children and young people when their images are used online (including on social networking sites, etc.) and in publications. 5<sup>th</sup> Penwortham follows the simple guidelines below to reduce the potential for concern.

- Avoid using both the full name and the photograph of a young person in a printed publication, social media, or on a website.
- Seek parental permission,
- Always follow The Scout Association's Young People First (the Yellow Card) & Orange card for Young Leaders.

## Public places and the press

The local press is sometimes invited to Scouting events by other participants and may wish to photograph or film members doing Scouting activities. We are unable to control members of the public or journalists taking photos when Scouts are appearing in a public place. In these situations, they require no invitation or permission. Photographs taken by press photographers that invade personal privacy are subject to the normal Independent Press Standards Organisation Code of Practice.

## Storing images

Images and audio may be stored by 5<sup>th</sup> Penwortham for future use. These will be stored on scout OneDrive accounts which are password protected, no photos to be stored on personal devices. Photographs should be removed from personal devices within 30 days after the photograph is taken.

Photography stored on scout OneDrive accounts will be stored indefinitely, or until the subject request deletion.

## Parent photographers

It is impossible to control photographs taken by other parents or participants whilst at Scouting events. We ask that parents/participants only take photos of their own children. We ask that all members of our Group and their families are considerate when sharing media (particularly via social networking) and follow the guidelines set out in this policy. Please speak to leaders before sharing images of children that you do not personally know to avoid safeguarding issues.

## Concerns

For clarification or further explanation of any aspect of our policy, contact our board of

trustees. Please find the contact details below.

5<sup>th</sup> Penwortham URC Scout Group

Registered Charity No. 503845

Group Scout Leader Sarah Gunning

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## Review

Last Updated: 18th February 2025 by Oliver Gunning