



MEDIA & IMAGES POLICY

Photos and videos add colour, vibrancy, life and interest to articles promoting church activities and events. They may be used in news and publicity materials, on the church website and/or social media pages, and to inform others about the life of the church. The use of photos and videos can enhance the activities we do, create a rich historical record of church activities, publicise events, encourage and attract engagement, celebrate achievements and support fundraising.

We are committed to the safe use of photos and videos, especially where children or vulnerable adults are concerned.

This policy applies to the use of photos and videos in publicity materials, on our website, social media and in the press, and operates alongside our other policies.

Our key principles:

- We make it clear to Church family (and, where we can, to visitors) that we take and use photos and videos.
- If we use a photo or video of you or your family that you'd like us to remove, ask and we'll remove it.
- We don't name or otherwise identify children, young people or vulnerable adults unless we have permission to do so, and will only name or otherwise identify adults where the context requires it and, where possible, we have asked permission.
- We try to take shots of groups rather than individuals, especially children, unless the context makes it necessary.

This policy is designed to fulfil our legal obligations, particularly in relation to the General Data Protection Regulation (GDPR).

This policy should be read in conjunction with the Blackburn Diocese Safeguarding Policy. Additionally, the Church of England Parish Safeguarding Handbook governs many aspects of good practice for working with children, young people and vulnerable adults. In the event of the inappropriate use of children's photos/video we will follow appropriate safeguarding procedures.

Photos/Video of Events

Photos and videos might be taken in a number of different locations and contexts, and we have different procedures for each of these cases.

- At smaller church events we'll display prominent notices if photos or video are to be taken and advise people of this verbally at the start of the event, giving them the opportunity to decline on an individual basis. When we transfer data to our main storage platform, we will delete any media for which we do not have consent.
- At events involving large groups of people, which are freely accessible to the public, seeking the consent of every person is not viable. Instead we will display a notice to alert people that photos and video may be taken, which fulfils the requirement in the Data Protection Act that we make people aware that personal data about them has been, or is going to be, shared.

Security

The General Data Protection Regulation (GDPR) states that a person (parent or carer) must give explicit permission before any personal details can be published – including via the internet. Personal details include names, addresses, phone numbers, photos, email addresses and even photos of people's houses.

We are also required to have appropriate measures in place to protect the personal data in our possession. Therefore in order to minimise risk of theft, loss or unwarranted access to personal data, Buckshaw Village Church is committed to:

- Handling your data well. Photos and video will be stored securely on a password protected computer or device to which members of the public have no access. Files on unencrypted, non-password protected memory sticks (etc) will be deleted as soon as possible after use (e.g. after transfer between church computers).
- We will store data using a cloud storage provider that is fully compliant with GDPR.
- Photos and videos stored by us will be accessible by the Vicar, who will grant access to view and process selected material on an individual basis and following the guiding principle of allowing minimum access consistent with the processing needed. All users who need access to the files in order to use them for the purpose for which they were collected are required to sign a non-disclosure agreement and advised in how to handle the data safely.
- Photos and videos may be kept for different lengths of time. When the need to use or keep them has passed they will be deleted.
- You have the right to withdraw your consent at any time and we will remove from public display all copies we have of your photos/videos within our possession. We may retain a file or archived copy for a longer period in line with the Limitation Act 1980, in the event that the images in question are needed in relation to any Court dispute.

Photography and Video of Children, Young People and Vulnerable Adults

Buckshaw Village Church is required to make an assessment about whether publishing a photograph or video recording in any format might pose a risk to a child, young person or vulnerable adult.

We will obtain written permission from a parent/carers for all children/vulnerable adults before they are photographed or a video is taken by a person acting on behalf of Buckshaw Village Church. Leaders must inform photographers prior to an event of anyone who should not be photographed. No photos will be taken of anyone who's asked not to be photographed

If prior written permission has not been obtained, verbal consent must be obtained before photos and video are taken. If we are unable to obtain retrospective written consent, the individual publishing the picture in any form will obscure the image of that child/vulnerable adult prior to publishing or displaying the photo.

Photos and videos will include minimum personal data when shared. Children/vulnerable adults won't be named without good reason and only with the express permission of the parent/carers, and their address will never be included. If naming an individual is considered necessary and written consent has been obtained, only first names will be used. Images when combined with personal information can be used as a means of identifying individuals which can make them vulnerable.

We may take and use photos and video of groups with general labels, such as “youth enjoying sport” or “making Christmas decorations”, and on occasions, videos may be made on outings or at activities or events.

Photos or video will focus on activities and small groups, not particular individuals.

We will only use images of people who are suitably dressed, e.g. we will not publish material from a swimming activity.

We do not want to prevent parents/carers from filming during church services and activities, however it's vital that individuals are not identified individually. We therefore **insist** that at no time are children/vulnerable adults identified by name and that photos/videos are not shared on social media. Any breach of these terms will result in a review of this policy to fall in line with current guidance on there being no recording at these events. Please support us by following this guidance.

Anyone submitting photos/video to the church (other than the person/people featuring in the photos/videos, or their parent(s)/carer(s)) for use must provide written releases from the adults in the picture (or on behalf of any children or young people) or sign a release stating that they obtained verbal consent.

If you have any concerns about inappropriate or intrusive photography, these should be reported to the Safeguarding Officer or a member of the staff team.

Written permission to share photos/videos is not needed if the images were provided voluntarily to the church by the adult(s) in the images, or by the parent(s)/carer(s) of the child or children in the images, and these were provided knowing that the images would be used publicly and for a specific purpose. This is because consent to that form of data processing is inherent in the act of supplying the images. An example might be if a member of church sends a photograph or a video to the Vicar in response to a request for photos/videos to be included in a social media broadcast. However, the images may only be used for the purpose which was stated beforehand and may not be used for any other purpose without express written consent.

Privacy Notice

The Data Protection Act requires that we make people aware that we are using their personal data and what it is being used for. Where explicit written permission is not required, fairness requires that personal data is shared in a way that is reasonable and that people would be likely to expect and would not reasonably object to if given the chance. Since having your photo taken in Church and shared widely is not an integral part of Christian worship, people are unlikely to expect it.

Data (including photos/video) which conveys a person's religious beliefs counts as “special category” personal data (formerly known as “sensitive personal data”).

In order to comply with legal requirements, a clear ‘privacy notice’ has been produced which enables Buckshaw Village Church to take photos and/or video in large group situations.

“Buckshaw Village Church may occasionally take photos and video during Church run activities for use in Church, printed materials (including publicity) and on our website and social media. If you object to your image being used in these ways, please notify the Church by email. All images will be stored securely in line with our Media & Images Policy, a copy of which can be obtained from the church or from our website.”

Copyright

- Unless otherwise indicated, photos and video published by Buckshaw Village Church are the property of and are copyrighted or licensed by Buckshaw Village Church and may not be used for any purpose (including but not limited to downloading, printing, distributing and linking) without our permission.
- We will obtain permission to use any photographs and graphics from other sources before using within any publication, website or other medium.
- A privacy notice will be included on our website and announced from the front at services where photos and video are taken, for example at our Christmas services.
- All those taking photos/videos will be required to adhere to the Media & Images Policy.
- Where someone declines or does not provide permission for a photo to be published, we will immediately refrain from taking the photo or remove it.

Information on the website concerning certain member profiles

It is the policy of Buckshaw Village Church to ask office-holders and employees to provide their portrait photographs for use on the church website, in the interests of transparency and approachability. For members of the PCC and other voluntary positions, this is voluntary but is encouraged – consent will be sought on an individual basis prior to uploading the photograph; it will only remain on the website for so long as the individual holds the position; and the photograph will be removed from the website if the data subject requests this.

The Press

The use of photographs in newspapers and magazines is already subject to strict guidelines. The Press Complaints Commission's Code of Practice states that:

- Journalists must not interview or photograph a child under the age of 16 on subjects involving the welfare of the child in the absence of or without the consent of a parent or other adult who is responsible for the child.
- Children must not be approached or photographed while at church without the permission of the church authorities.
- There is no breach of the Data Protection Act 2018 in passing on a child's name to a journalist as long as parental consent has been secured.
- Buckshaw Village Church will provide names of children to accompany photos published in newspapers and magazines only where we have consent.

If you have any queries or concerns regarding this policy, please contact BV Church, 1 Bridgewater Drive, Buckshaw Village, PR7 7EU or email buckshawchurch@gmail.com.

This policy was originally adopted by the PCC on 15th June 2020 (and updated on 12th January 2021)



BUCKSHAW VILLAGE CHURCH
CHILD/VULNERABLE ADULT PHOTO/VIDEO CONSENT FORM

To the parent or carer of

Buckshaw Village Church sometimes uses photos or video involving children in its services or for our other publications on facebook, youtube, our website or similar*. They are also sometimes shared with our partners such as Trinity School.

To comply with the General Data Protection Regulation, we need your permission before we use any photos or video we have taken or that you have shared with us. Please complete the declaration below and return it to us.

As parent/carer of I give permission for photo's/video to be used by Buckshaw Village Church:

For general use

For this single purpose only - _____

I have read and understood the conditions of use.

Signed	
Name (in capitals)	
Address	
Date	

*Please note that these online sites can be seen throughout the world and not just in the United Kingdom where UK law applies.

Conditions of use

1. This form is valid for **four years from the date of signing/**for this project only. Your consent will automatically expire after this time. We will not re-use any images **after this time/**after the project is completed. (**delete as appropriate*)
2. During this four-year period, photos will be stored securely and only authorised persons will have access to them. After this period the photos will be destroyed.
3. We will only include first names as photo captions for press releases. Addresses will not be disclosed in detail, but we may state e.g. 'John from Buckshaw Village'. Personal email, telephone numbers or social media identities will not be disclosed.
4. If we use an image of an individual who is identifiable by their apparel, we will not use the name of that person in the accompanying text or photo caption without good reason.
5. If a child/vulnerable adult is named in the text of a publication, we will not use a photograph of that person to accompany the article unless we have specific consent.
6. We may use group images with very general labels, such as 'our church outing' or 'children exploring the Bible'.
7. We will only use images of people who are suitably dressed, to reduce the risk of such images being used inappropriately.

All concerns regarding inappropriate behaviour or intrusive photography should be reported to the Leader responsible for the event and/or the Safeguarding Officer.