

IMAGE CONSENT POLICY



Date of Policy: July 2019

Review Date*: June 2020

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Governor: Mr J Pulford

*** Policy Review:** Every two years otherwise dictated by the FGB (Full Governing Body) or by changes in legislation.

Contents

Contents.....	2
Introduction	3
Policy Statement	3
Image Consent Policy	3
Consent Form.....	3
Withdrawal of Consent	4
Record keeping	4
Images Recorded by Employees or Volunteers	4
Privacy Complaints.....	4
Review of Image Policy	4
Example of Public Notice	4
Image Consent Form.....	5

Introduction

Tower College seeks to ensure that the privacy of each individual is respected in relation to their identity and to ensure that the use of all images portrays the school positively.

This policy applies to employees, pupils, volunteers, parents and governors and its aim is to provide them with guidelines and procedures regarding the taking of photographic images and video and audio recordings

Policy Statement

Photographic Images, audio and videos recorded and used by Tower College should be required for the following purposes:

- Acknowledge the achievements and accomplishments of employees, pupils, volunteers, parents and governors
- Promote the services and activities of Tower College to the wider community.
- Increase the knowledge and improve awareness of intellectual disability to the wider community.
- Record events to maintain a historical record of Tower College

Image Consent Policy

It is necessary for employees, parents, governors and volunteers aged 18 and over to complete and sign the Image Consent Form if their image(s) are to be used.

Individuals under the age of 18 years and adults who are unable to make an informed decision or make their decision known, require permission to be granted by their parent or legal guardian using the Image Consent form.

Once permission is granted, this permission applies to all images of the individual including photographic and video images. Tower College ensures that all imagery and media communications portray individuals and Tower College in a valued and positive way.

Tower College does not share or sell any images to any third party for commercial/marketing purposes and does not release any images unless required by law to do so.

Consent Form

Express permission is obtained for the use of an individual's image for all publications, media communications and promotions using the Tower College Photo Consent form.

Individuals can request to be contacted each time Tower College wishes to publish their image. Individuals can also specify publications they do not wish their image to appear in.

Withdrawal of Consent

- Individuals are able to modify or withdraw their consent in writing at any time.
- Once an individual withdraws consent, Tower College will cease to use their image.

Record keeping

Tower College ensures the confidentiality of the completed consent forms, photographs and recordings.

Images Recorded by Employees or Volunteers

All photographic and video images taken by employees and volunteers on behalf of Tower College are owned by Tower College regardless of who owns the equipment used to record the images. Images must be downloaded onto Tower College computers as soon as possible and deleted from the recording device such as a camera or phone.

Privacy Complaints

Tower College Privacy Policy contains details of how you may make a complaint about a breach of your privacy.

Review of Image Policy

Tower is committed to continuous improvement and this policy will be reviewed every year for effectiveness.

Example of Public Notice

Photographs and/or video will be taken at today's event.

By taking part in this event you grant the event organisers full rights to use the images resulting from the photography/video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieve the group's aims. This might include (but is not limited to), the right to use them in their printed and online publicity, social media, press releases and funding applications.

If you do not wish to be photographed, please inform an event organiser.

Image Consent Form

This is an online form and is available here:

<https://www.cognitoforms.com/TowerCollege/ImageConsentFormSept20192020>