

Exminster, St. Martin's Parochial Church Council Policy for the Safe Use of Images of Children

1. Introduction

Churches enjoy and welcome publicity. Photographs and video add colour, vibrancy, life and interest to articles promoting church activities, events and initiatives. Making use of photographs for publicity materials and to promote the church in the press can encourage and attract engagement with the church and celebrate the church's achievements. Images must however be used in a responsible way. As a PCC we need to respect the right to privacy for children, young people and parents and to be aware of potential safeguarding issues.

The PCC will take every reasonable effort to minimise risk by following the guidelines detailed in this document and by securing appropriate consent for the use of images.

This policy applies to the use of photographs and video in church publicity materials, on its website, social media and in the press. Its implementation is the responsibility of all church officers, activity leaders and volunteers. Parents and visitors will be made aware of this policy.

2. Safeguarding

There may be a risk when specific children can be identified in photographs or video, or connected to regular attendance at a particular location. For that reason, the PCC for Exminster Church has developed this policy to make every effort to minimise risk. In the event of the inappropriate use of children's photographs the PCC will follow the appropriate safeguarding procedures.

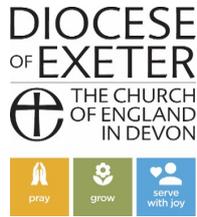
3. Data Protection Act 2018

Photographs and video images of people are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for church publicity purposes requires the consent of either the adult or young person concerned or, in the case of children, their legal guardians. Young people aged 13-17 are able to give consent themselves under the Data Protection Act 2018.

The PCC will not display images of children or young people online, in publications or in a public place without consent. The definition of a public place includes areas where visitors to the church have access.

4. Photographing and Filming Church Events and Activities

Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a group shot, but individuals should not then be identified in accompanying text from such an image without consent. Signage will be displayed to make people aware that photography or filming is taking place so that they can take appropriate actions to avoid being in any images or so they can advise an appropriate church officer as to their position on use of their image in publicity.



The Data Protection Act does not apply to photographs or films taken for personal use by family, but the PCC requests that parents do not take photographs of any children but their own at church events or activities so as to safeguard other children. The PCC will have designated photographers at church events and activities who will be aware of which children or young people may not be photographed, and will be identified by a badge demonstrating they are an official photographer so we ask all other adults to refrain from photography beyond family shots.

The PCC ask that parents and other adults and young people do not film church events or activities as they will not have full awareness of which children may or may not be filmed, and there could be risks to the safety of children or families if such video appeared online without appropriate checks in place. People must not try to film, even discreetly, as while they may feel that they are filming only their own child, other parents cannot tell what they are filming and it could cause significant distress and disruption of an event. The PCC will endeavour to have designated film makers at church events and activities who will be aware of which children or young people may not be filmed and will be appropriately identified by an 'official photographer' badge. Please support us as a church to follow this guidance to enable us to sensibly protect the families in our care.

On occasions, commissioned photographs or video may be captured of children on outings, activities or events, or performing in church productions. The church will inform parents where arrangements have been made for a commercial photographer/film maker to capture such an event. Where a commercial photographer is used, the church will:

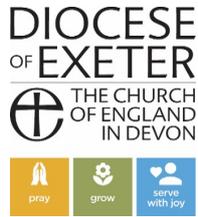
- provide a clear brief about what is considered appropriate in terms of content and behaviour, and secure storage and retention;
- issue the photographer with identification which must be worn at all times;
- make the photographer aware of any restrictions on who can be photographed;
- not allow unsupervised access to children or one-to-one photo sessions at home.

If children or parents have any concerns about inappropriate or intrusive photography, they should report them to the Parish Safeguarding Representative or other church officer who would report them in the same manner as any other safeguarding concern.

5. Appropriate Use of Images in Church Publicity Materials

The PCC will:

- ensure that images are stored securely and used only by those authorised to do so;
- ensure that electronic images are stored on a secure computer or device to which members of the public have no access;
- not use an image of any child who is subject to known child protection arrangements;
- secure parental consent for the use of children's photographs, or consent from the young person if aged 13 or over; and,
- ensure that children are appropriately dressed in any used images.



6. Church Website

The advice for using photographs on a website is no different from their use in any other kind of publication or publicity material. However, the PCC 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. Young people and parents/guardians need to be aware that images on the Internet may be re-used by third parties without the knowledge or agreement of the PCC. The PCC will seek the consent of young people or parents regarding the use of images on the Internet. Children's names will not be included in photographs of children published on the church website or in social media unless agreed beforehand by the young person or parents of the children concerned.

7. 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 children.
- 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.

The PCC will provide names of children to accompany photographs published in newspapers and magazines only where the young person, parent or guardian have provided their consent.

8. Consent

The Exminster PCC will seek the consent of young people and parents/guardians regarding the use of images of children. Records of these consents will be retained securely.

IMAGE CONSENT FORM – PARENTS/GUARDIANS

To the parent or guardian of:

Name of Child:

Exminster PCC occasionally takes photographs or video of children in its services or activities for promotional purposes. We would like to use images of your child for publicity and to celebrate their participation in church activities.

To comply with the Data Protection Act 2018, we need your permission before we use any images we have taken. Please complete the declarations below and return this form to us.

I confirm that I have read Exminster PCC's image use policy [please tick]

I agree to [please tick]:

- my child's photograph being used within Exminster Church for display purposes
- my child's photograph being used within Exminster Church's printed publications
- my child's photograph being used on the ExminsterChurch website
- my child being videoed for use on the Exminster Church website
- my child's photograph being used on Exminster Church's social media channels
- my child being videoed for use on Exminster Church's social media channels.

I understand [please tick]:

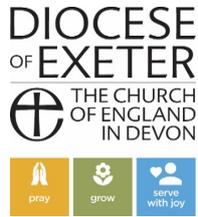
- the potential risks associated with the use and distribution of these images
- how these images or videos will be stored within the organisation
- that at many events, Exminster PCC will reasonably wish to take wide angle, general photos during or at specific points in the event
- that I must not share photographs/videos taken during Exminster PCC's events on social media
- that if I share images of my child with friends and family, I should check the privacy settings of my social media account first to understand who else will be able to view these images.

Print Name:

Signature:

Date:

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* once the project is completed.
2. During this four-year period, the photos will be kept in a secure location and only authorised staff will have access to them. After this period the photos will be privately destroyed.
3. We will only include a child's full name as photo captions for press releases if the child is not easily identifiable by a member of the public, e.g., not identified by a school uniform. Addresses will not be disclosed in detail, but we may state e.g., 'John Smith from Newark'. Personal email, telephone numbers or social media identities will not be disclosed.
4. If we use an image of an individual child who is identifiable by their apparel, we will not use the name of that child in the accompanying text or photo caption without good reason.
5. If a child is named in the text of a publication, we will not use a photograph of that child to accompany the article unless we have specific consent. For example, we might want to include a picture and a full name of a competition prize winner. However, we will not include a picture and full name of a child in promotional literature.
6. We may use group or class images with very general labels, such as 'Our youth group outing' or 'Children exploring the Bible'.
7. We will only use images of children who are suitably dressed, to reduce the risk of such images being used inappropriately.