



## Photography, Filming and Testimonial Policy

**Last review date: June 2022**

**Version: 3**

**Next review due: June 2025**

**Date of board approval: June 2022**

Befrienders Highland works with adults who are lonely and socially isolated through matching individuals to volunteer befrienders and through group events run by staff and volunteers. We use photography and filming to document our work and use individual written and spoken testimonials to raise funds, in grant applications, as evidence in applications for quality awards, and to increase the profile of the charity through the use of publicity materials and a social media presence.

### **The purpose of this policy statement is to:**

- Protect adults who take part in Befrienders Highland services, events and activities, specifically those where photographs and videos may be taken
- Set out the overarching principles that guide our approach to photographs/videos being taken of staff, volunteers and friends during our events and activities
- Ensure that written and recorded testimonials and personal photographs/video images are given willingly
- Ensure that we operate in line with our values and within the law when creating, using and sharing images of individuals

The policy statement applies to all staff, volunteers, and other adults associated with Befrienders Highland.

**We believe that:**

- People should never experience abuse of any kind
- We have a responsibility to promote the welfare of everyone associated with Befrienders Highland and to take, share and use images safely

**We recognise that:**

- The welfare of the volunteers and friends taking part in our activities is paramount
- Individuals have a right to decide whether their images are taken and how these may be used
- In situations where there is a safeguarding issue, or where informed consent cannot be obtained, those individuals will not be included in photography or filming activities

**We will seek to keep volunteers and friends safe by:**

- Always asking for written consent before taking and using an image
- Ensuring that only first names are used when photos are published, with the permission of the individual
- First and last names may be used, with the permission of the individual, if the person has been honoured with an award or special recognition of some sort, which they would like to be acknowledged
- Using images that positively reflect and individual's involvement in an activity

**Photography and/or filming for personal use**

We will ensure that individuals who attend our events, both as volunteers and friends, are monitored to ensure that they are not recording images of participants without their permission.

**Provision of photographs by friends or volunteers**

From time to time, volunteers or friends may be asked to submit a photograph of themselves, to be used in a presentation, social media or publicity post. This image will be used for the purpose it was provided for, and written permission will be obtained from the individual prior to use for any other purpose.

## **Photography and/or filming by a professional**

If we hire a photographer for one of our events, or if the local press provide a photographer to record one of our events, we will seek to keep our volunteers and friends safe by:

- Providing the photographer with a clear brief about appropriate content and behaviour
- Ensuring the photographer wears identification at all times
- Informing volunteers and friends that a photographer will be at the event and ensuring they give written consent to images of themselves being taken and shared
- At the event we will inform volunteers and friends that an external photographer is present and ensure they are easily identifiable (provided with coloured ID badge)
- If Befrienders Highland is concerned that someone is taking photographs or filming without permission, we will ask them to delete the files, and, if necessary, ask them to leave.

## **Storing images**

We will store photographs and videos of individuals securely according to our GDPR policy and processes. If we have any hard copy images, they will be stored in a locked filing cabinet, and electronic images will be stored in a folder on our secure sharepoint, which requires sign-in to gain access.

Images will be stored for a period of 7 years.

Appendices:           BHL image and testimonial release form

Consent form for photography/filming



## Consent form for photography/filming

I consent to Befrienders Highland Ltd using photographs and/or video recordings of me to promote the charity. These images could be used in print and digital media formats including print publications, websites, e-marketing, posters, banners, advertising, film, social media, training, and research purposes.

I understand that images on websites can be viewed throughout the world and not just in the United Kingdom and that some overseas countries may not provide the same level of protection to the rights of individuals as EU/UK legislation provides.

I understand that some images or recordings may be kept permanently once they are published.

I have read and understand the conditions and consent to my images being used as described.

Print Name	
Signature	
Date	

Befrienders Highland Ltd is committed to processing information in accordance with the General Data Protection Regulation (GDPR). The personal data collected on this form will be held securely and will only be used for administrative purposes.

### Your rights

You have the right to request to see a copy of the information we hold about you and to request corrections or deletions of the information that is no longer required. You can ask the charity to stop using your images at any time, in which case it will not be used in future publications but may continue to appear in publications already in circulation.

You have the right to lodge a complaint against the charity regarding data protection issues with the Information Commissioner's Office (<https://ico.org.uk/concerns/>).

### Contact details

If you have any questions relating to this consent form or the way we are planning to use your information please contact:

Befrienders Highland, Academy House, 42 Academy Street, INVERNESS, IV1 1JT

[admin@befriendershighland.org.uk](mailto:admin@befriendershighland.org.uk)



## Image and Testimonial Release Form

At Befrienders Highland Limited (BHL), we produce a wide range of materials to inform people about our charity. From time to time we take photographic images (moving and still) of people taking part in activities associated with our organisation and collect testimonials.

We make use of these images, content, and associated personal data for the purpose of promoting BHL; this may include funding applications, printed and electronic publications, video, audio, adverts, press releases, photo galleries, news media, social media, and any other media we might use to promote the charity in the future. The copyright of any data and/or information covered by this consent form shall be assigned to BHL and will become the property of BHL. Embarrassing or distressing images, or inappropriate content, will not be used.

### Data Protection Statement - GDPR

That without expectation of compensation or any other remuneration, now or in the future, I give my consent to BHL to use my image as described above. The information provided in this form will also be used to show BHL is GDPR compliant if requested by the UK government. We will not pass the details recorded on this form on to any other organisation, unless legally obligated, without your explicit permission. Your email address will only be used to contact you about the material you have given the consent for.

You can change your mind at any time by contacting us at [admin@befriendershighland.org.uk](mailto:admin@befriendershighland.org.uk)

### Personal Details

First Name	
Last Name	
Email Address	

I have read and understood the conditions of use and I agree to its content.

Signature		Date	
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