

PHOTOGRAPHY, VIDEO, AND MEDIA CONSENT POLICY AT ACCESS TRAINING

1. Purpose

This policy outlines the guidelines and procedures for obtaining and using photographs, video recordings, and other media of staff, learners, visitors and contractors of Access Training. It ensures respect for personal privacy and compliance with legal requirements and the ethical use of media.

2. Scope

This policy applies to all staff, learners, visitors, and contractors involved in the capturing, sharing, and use of media on Access Training property or at Access Training-related events. It covers media captured for educational, promotional, archival, and social media purposes.

3. Definitions

- **Media:** Includes photographs, video recordings, and audio recordings
- **Consent:** A clear, affirmative agreement by an individual to participate in a media activity
- **Opt-Out:** The right of individuals to decline participation in media activities

4. General Guidelines

- Media capturing should be conducted in a respectful and unobtrusive manner
- Efforts should be made to inform individuals when media capturing is taking place
- Consent must be obtained before capturing identifiable images or recordings of individuals, especially in private or sensitive settings

5. Consent Requirements

- **General Consent:** For public events and activities, general notices (eg signs, event programmes) should be posted informing participants that media capturing will occur. Notices should include information on how individuals can opt out.
- **Specific Consent:** Written consent must be obtained from individuals for media capturing in non-public settings or for specific uses such as promotional materials
- **Minors:** Written consent from a parent or guardian is required for media capturing involving individuals under the age of 16. This includes consent for both educational and promotional purposes.

6. Opt-Out Procedures

- Individuals who do not wish to be included in media captures should notify the photographer/videographer or event organiser
- Consent can be withdrawn at any time. Individuals should direct their request to withdraw consent to the Marketing Team, via email hello@accesstraining.org or call 0191 4904646 and request to speak to the Marketing Team.
- Access Training are responsible for ensuring that opt-out requests are respected and implemented

7. Use of Media

- Media captured under this policy may be used for educational, promotional, and informational purposes consistent with Access Training's mission
- Access Training reserve the right to use media for publications, websites, social media, and other communication channels
- Individuals who provide consent do not receive compensation for the use of their images or recordings

8. Storage and Retention

- Media will be stored securely and access limited to authorised personnel
- Media will be retained for a period consistent with the data retention policies and then securely deleted or archived

9. Rights and Responsibilities

- Individuals have the right to access media in which they appear and request corrections or deletions where appropriate
- Access Training are responsible for ensuring compliance with this policy and protecting individual privacy rights
- Event Organisers and Media Personnel must obtain necessary consents, respect opt-out requests, and handle media responsibly according to this policy

10. Policy Violations

- Any breaches of this policy should be reported to the Access Training Management Team
- Violations may result in disciplinary action in accordance with Access Training's policies, which may include reprimands, suspension of media privileges, or other appropriate measures

11. Policy Review

- This policy will be reviewed annually and updated as necessary to reflect changes in legal requirements and practices at Access Training

Related Policies, Procedures or Guidance

- Appendix 1 : Individual Media Consent Form
- Appendix 2 : Group Media Consent Form
- Data Protection (GDPR) Policy
- Safeguarding Policy