**Briefing guidance for individuals wishing to take photographs or film at a public community event**

Due to the potential misuse of photographic and video/camera/mobile phone data the following procedures are to be implemented in permitting photography to take place or video/digital etc cameras to be used in certain situations. This is particularly relevant where young children may be the subjects, for example in parks and play areas, sport and recreation settings, events and community gatherings.

There are a number of public buildings which may include swimming pools and sports centres that have a clearly defined policy of not allowing the taking of photographs under any circumstances.

Always ensure that you are aware of the policy underpinning the taking of, and use of, material within the building/open spaces that you intend to take images within. Some operators exercise a no usage policy particularly in swimming pools and changing areas which should include no mobile phone usage.

**Always ensure that you*:***

* Take images of crowds that show general images and do not focus in upon any one person or child without permission
* Try to keep children’s faces obscure and away from direct identification where at all possible even if permission is given by the premises/facility operator that the child’s parent or guardian will be happy to consent to their child to be photographed
* Cross-reference the photographs with a code and not names and addresses, and never keep stored images with names and addresses attached or together
* Make it clear to the parent or guardian who you are – show your identity badge, why you are taking the photos and their usage, how they will be stored. Make it clear that the photos/film will not be used for any other business other than that of the promotion of the organisation/event or by the use of any third party
* Abide by parental wishes. If a parent or guardian does not wish their child or to be shown in an image, then this wish must be upheld
* Report any suspected misuse of/stolen images immediately
* Ensure that all web images have the consent of parent and guardians for the reason they are being used
* Ensure CD’s and portable files/photographs are kept within secured and lockable cabinets, preferably in a central designation, with a booking in and out system if on a central loaned system
* Images are not passed electronically to a third party who has not been identified to the parent or guardian as a third party involved in the original usage of the material
* Images are not passed to any other family member or friend of the child and vulnerable adults. The photographs belong to the photographer/media producer who has full responsibility for the welfare and wellbeing of the images and their protection
* Only use images of children in suitable dress to reduce the risk of inappropriate use. With sports such as swimming - the content of the photograph should focus on the activity, not on a particular child or vulnerable adult, and should avoid full face and body shots. For example shots of children in the water at a swimming pool would be appropriate but if they are on the poolside the photo should be from the waist or shoulder up
* If unsure ask for guidance

**You should never, under any circumstances, take lone photographs or images of a child at the facility or at their home without written consent.**