**TEMPLATE Photography and Video Use Policy**

***Add your Church Logo, address details***

# 1. Purpose and Scope

This Policy sets out how the CHURCH NAME manages the taking, use, sharing and retention of photographs, audio recordings and video recordings, in accordance with the UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018.

It applies to:

* All CHURCH NAME staff, volunteers, and contractors
* All photographs, videos and audio recordings captured at CHURCH NAME -hosted or affiliated events [for promotional materials, training, internal documentation, or other organisational purposes.]
* Images of children, adults, and groups in any medium (print, digital, or online).
* Use of any personal or work provided devices for capturing images and videos. This includes mobile phones and portable gaming devices with inbuilt cameras as well as other forms of digital technology and resources for storing and printing images.

This policy applies to both children and adults and governs the use of any identifiable imagery in digital or printed materials.

The terms ‘photography’ and ‘recording’ will be used throughout this policy and refers to the capture of moving or still images, video recordings (with or without audio) and standalone audio recordings by any means on any media, including video cameras, mobile phones, voice recorders or any electronic transmission to another medium or the internet.

# 2. Lawful Basis for Use of Images

CHURCH NAME processes images primarily under the lawful basis of Legitimate Interests, particularly for public events or general communications where there is minimal risk to individual rights. In such cases, a Legitimate Interests Assessment (LIA) will be conducted to ensure that CHURCH NAME’s interests do not override the individual’s privacy rights.

Other lawful bases may also apply depending on the context, including:

* **Consent**: For children under 18, or where close-up or named imagery is intended for use in identifiable formats (e.g. named interviews or personal stories), CHURCH NAME will seek explicit consent. Consent may be withdrawn at any time by the data subject or their parent/guardian (in the case of minors).
* **Legal Obligation**: In certain situations, the use of images or recordings may be required to comply with legal or regulatory duties (e.g. health and safety documentation, safeguarding, maintenance records, or incident reporting). In these cases, CHURCH NAME will process images under the lawful basis of Legal Obligation, ensuring that any processing is strictly limited to what is necessary for compliance.
* **Public Task**: Where images are used in support of the Church’s public mission or to meet statutory obligations under ecclesiastical or charitable law, the lawful basis of Public Task may be applicable.

Images where individuals cannot be directly or indirectly identified (e.g., wide-angle crowd shots, blurred or pixelated images) do not require consent or another lawful basis under the UK GDPR.

Before using such images, CHURCH NAME must:

* Review Images Before Use: Ensure individuals cannot be identified through zooming, contextual details (e.g., distinctive clothing, visible name tags), or accompanying content.
* Secure Processing: Store all images securely, even where individuals are not identifiable, to prevent misuse or inappropriate access.
* Transparency: Where feasible, inform individuals when non-identifiable images may be captured (e.g., signage at events or notices in newsletters).
* Staff must use appropriate safeguards to ensure that non-identifiable images do not constitute personal data, and apply sound judgement to avoid ethical concerns or misrepresentation.
* For clarification or confirmation that an image does not constitute personal data, please contact: PCC@YOURCHURCH.org

# 3. Consent Process

To simplify administration and ensure consistency:

* A Consent form will be used for all individuals, regardless of age.
* Where the individual is under 18, the form must be signed by a parent or guardian.
* Verbal consent may be sought at events for group shots or general photography, but explicit written consent is required for close-up or named images.

Public events will display a notice (e.g. in service sheets or signage) stating that photography may occur and offering a contact method for individuals to opt out.

# 4. Use of Images

Images may be used:

* On the CHURCH NAME website and affiliated parish websites
* In printed and digital Diocesan publications
* On official social media channels (e.g. Facebook, Instagram, YouTube)
* In visual presentations and display materials

No individual will be named alongside their image unless explicit permission has been granted in writing.

If applicable, information will be added to the photograph that may provide geographical or event context (such as the name of the Church or Parish event occasion).

# 5. Transformation of Identifiable Images to Non-Identifiable

When identifiable images are altered to render individuals unidentifiable (e.g., blurring, pixelation, cropping):

* The original image must be treated as personal data until it is fully anonymised.
* A record of the anonymisation process should be maintained, including the method used.

# 6. Retention and Storage

Photographs and video recordings captured by or on behalf of the CHURCH NAME will be retained for as long as the CHURCH NAME considers them relevant, useful, or appropriate for ongoing use in communications, publications, or historic record-keeping. This will align with the CHURCH NAME’s retention schedule.

Images may be held indefinitely for the purposes of archival or historic reference, unless a specific agreement or instruction is made in writing to the contrary. Where consent has been time-limited or withdrawn, reasonable steps will be taken to remove relevant images from future use and, where feasible, from online platforms.

All images taken or stored by the CHURCH NAME will be held securely on the CHURCH NAME’s ONLINE STORAGE provider E.g. Google Drive, Sharepoint, OneDrive or similar. Access is limited to authorised PCC and ministry team members only.

# 7. Safeguarding and Sensitivities

Images of children, vulnerable adults, or individuals in potentially sensitive contexts will be handled with particular care. No imagery that risks the safety, dignity, or anonymity of a subject will be used.

Images will not:

* Show children in distress or unsafe environments
* Include identifiable school uniforms, addresses, or geotags without specific reason and consent

# 8. Withdrawing Consent

Individuals may withdraw their consent for image use at any time by contacting the CHURCH NAME. Reasonable efforts will be made to:

* + Cease using the image in new materials.
  + Third parties will be notified to cease use where applicable.
  + Remove it from future print runs or website/social media content where feasible. It may not be possible to delete images that have already been shared or published.

# 9. Review and Oversight

This policy will be reviewed annually by the PCC, or as required by changes in data protection law or Church of England guidance.

Oversight rests with the PCC e.g. (PCC@YOURCHURCH.org) in consultation with the Minister e.g. (VICAR@YOURCHURCH.org).

# TEMPLATE Image Use Consent Form

***Add your Church Logo, address details***

CHURCH NAME **Photography and Video Consent Form**

*For adults and children under 18*

**Privacy Statement**

We are collecting your personal data, including photographs, video, and audio recordings, based on your consent, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. These materials may be used in diocesan communications - such as websites, social media, print publications, training materials, and promotional campaigns - and may be stored for ongoing or future use.

You can withdraw your consent at any time by contacting us at PCC@YOURCHURCH.ORG, and we will cease using your image/audio in any new materials. However, we may not be able to remove content already published.

For more information about how we handle your data and your rights, please read our Privacy Notice at

Please read the information below and complete the relevant sections. This form is designed for use across all ages. If the person is under 18, a parent or guardian must complete and sign the form.

|  |  |
| --- | --- |
| **Individual’s Name:** |  |
| **If under 18 – Age:**  **Parent/Guardian Name (if applicable):** |  |

**I give permission for** CHURCH NAME **to:**

|  |  |
| --- | --- |
| **Activity** | **Please tick to consent** |
| Take photographs and/or video recordings of me / my child |  |
| Use **unnamed images** for promotional purposes |  |
| Use images **on social media** (unnamed) |  |
| Use images **in printed and digital publications** |  |
| Retain the images indefinitely for historic reference |  |

*Note: No individual will be named without further written permission.*

**I understand that:**

* I may withdraw consent at any time by contacting the CHURCH NAME PCC at PCC@YOURCHURCH.ORG.
* CHURCH NAME will securely store the images in accordance with its policy.
* CHURCH NAME may use the images for promotional, archival or educational purposes.

**Signed by (tick one):**

☐ The individual named above (if over 18)

☐ Parent/guardian of the individual named above (if under 18)

|  |  |
| --- | --- |
| **Signature:** |  |
| **Date:** |  |

# TEMPLATE Event Notice Wording

**Photography and Video Notice**

Please note that photography and/or video recording may take place during this event for the purposes of promoting the work of CHURCH NAME. Images may be used in printed publications, on websites, and across social media channels.

If you **do not wish to be photographed or filmed**, please speak to the photographer, Minister or contact the PCC at:

PCC@YOURCHURCH.ORG

We respect your privacy and will make every effort to honour your request.