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Digital Image Policy

November 2017

Introduction

Firebrand takes seriously its responsibility to protect and promote the safety and welfare of our staff and learners. We recognise this responsibility extends to how we manage the use of still and video images of staff and learners and have put in place appropriate measures.

Photography and videography is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families. As well as these statutory rights, restrictions on photography arise from issues of safeguarding and copyright in performances. Firebrand recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place with both Staff and learners, whilst also appropriately protecting the individuals associated with Firebrand.

From time to time we may wish to capture video or photographs of staff and learners. These images or videos may be used on our website, in printed materials, or even on the Firebrand's social media accounts, such as Twitter, Facebook, LinkedIn and Instagram. Staff and learners may appear in these images which could be used in local or national newspapers. Websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

We inform all staff and learners on joining the organisation that their images may be used in marketing and promotional material. Staff and learners must sign a consent form. Any staff member or learner who do not wish for their images to be used in this capacity, for any reason, may opt out by informing Firebrand.

Where staff or learners have opted out, we take steps to ensure their image is not identifiable in any of our materials.

Firebrand will use reasonable judgement when using images whilst always respecting the wishes of the individual.

Use of Digital and Video Images

The development of digital imaging technologies has created significant benefits and allowing staff and learners instant use of images that they have recorded themselves or downloaded from the internet. However, staff and learners need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. There are many reported incidents of employers carrying out internet searches for information about potential and existing employees.

Firebrand will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:

- When using digital images, staff should inform and educate learners about the risks associated with the taking, use, sharing, publication and distribution of images. In particular, they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Staff are allowed to take digital / video images, using Firebrand's equipment, to support educational aims, but must follow the organisations policies concerning the sharing, distribution and publication of those images.
- Care should be taken when taking digital / video images that learners are appropriately dressed and are not participating in activities that might bring the individuals into disrepute.
- Learners must not take, use, share, publish or distribute images of others without their permission
- Photographs published on the website, or elsewhere that include learners will be selected carefully and will comply with good practice guidance on the use of such images.
- Learners full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Firebrand will not use publically or externally images of learners whose parents or carers have opted out.
- Firebrand staff must report any concerns relating to any inappropriate or intrusive photography to the Group Safeguarding Officer.
- Firebrand staff must not use any images that are likely to cause distress, upset or embarrassment.
- Copyright and use of photographs is carefully controlled by and retained safely by Firebrand
- Photographs held by Firebrand must be annotated with the date on which they were taken and stored securely.
- The involvement of other agencies can only be authorised by Firebrand.
Other agencies may include:
- Reputable commercial photographers, commissioned by Firebrand. The law allows them to retain the copyright of photographs they take.
- The press and other media. Copyright rests with the photographer. The purpose of the pictures must be explained to the learners themselves and written permission must be sought. Learners must not be photographed for these purposes under any circumstances unless written permission has been obtained.

Authorisation & Document Control

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Authorisation	Responsible Person or Body
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