



Policy Owner: Kate McSweeney, Deputy CEO  
Author: Madeleine Daly, Fundraising Manager  
Issue Date: Feb 2023  
Reviewed: March 2024  
Next Review Due: March 2026  
Approved By: Paul Newcombe, CEO

### Image Consent and photographic and video policy

Booth Centre took the decision some time ago to no longer publicly use photographs or video which can identify individuals. This decision was taken to account for those people who might not want their image or video used, or to be identified with the Booth Centre. There was also a concern about photographs and videos perpetuating a “them and us” rhetoric, labelling people who visit the Centre as victims.

Following consultation with staff and the Advisory Subcommittee – the latter consisting of people who visit Booth Centre – we are revising this policy to reintroduce the use of identifiable photographs or videos, though will underpin this update with the following principles:

We will:

- Always ask prior permission to take photographs or videos
- Take photographs and videos that celebrate fun and achievement
- Always obtain written consent for use of individual photos or videos; this will also give people a choice about where we use the image or video.
- Only allow photography or filming on site (or of Booth Centre activity offsite) by Booth Centre staff or people who are fully briefed on this policy.
- Keep a record of all images and videos used that will enable us to quickly take down photographs or videos on request.

We will never:

- Put any pressure on someone to appear in a photograph or video
- Take photographs and video in any space without the prior consent of those present
- Prevent someone from taking part in Booth Centre activity because they do not wish to be in a photograph or video
- Assume that consent to being in a photograph or video extends to use of that image publicly
- Pressure any person to give us consent to use an image or video.
- Use photographs or video that put an individual at risk, e.g. where there is a known safeguarding issue.

We will continue to:

- Use photographs and video that don't feature people's faces, names, and other identifying features without consent.

- Supply copies of photographs and video for people who want them to keep for themselves or show to friends and family, even where people do not want them using publicly.

More information can be found in our [media pledge](#).

### **Withdrawing consent**

An individual has the right to withdraw consent at any time.

Where an image or video has been used on the Booth Centre website or social media channels, it may take up to one week for this to be actioned.

It should be noted that:

- It is not possible to retrospectively remove an image from printed material (e.g. leaflets, brochures) nor from e-newsletters.

### **Image storage**

We will retain images, videos and consent forms in a password protected folder for a period of twelve months.

After this time, we will ask you to renew or withdraw your consent before using the image.

### **Definitions & explanations**

**Image:** an image, video or story that identifies an individual

**Website and Social Media:** Your image may be used to promote and share news about our services online, such as on our Instagram and Facebook pages and published on our website. It should be noted that it is possible for third parties to copy an image from a website or social media channels; Booth Centre has no way of preventing this.

**E-newsletter:** Your image may be used in an email sent out to Booth Centre supporters to show activity that has been made possible with their support. The e-newsletter currently has approximately 3000 subscribers, most of whom live in Greater Manchester.

**Print:** Your image may be used in printed booklets and/or leaflets about the Booth Centre, to help communicate our work. These will be posted to people, given out to people who visit the Centre, taken to events etc.

### **Review**

The administrative processes required to deliver this policy – particularly consent forms and photographic record – will be reviewed for a minimum of six months to ensure that they are manageable, effective and GDPR compliant.

This policy was approved by the Main Board on 01 March 2023 and will be reviewed biannually by the Head of Fundraising.

## Image/Video Consent form

Image reference number: [each image will be stored with a unique reference number]

Name (print) : \_\_\_\_\_

Declaration of consent:

I have read and understood the Booth Centre Image consent policy

I give permission for my image/video to be used:

- on the Booth Centre website
- in Booth Centre e-newsletters
- on Booth Centre social media channels (e.g. Twitter, Facebook)
- on Booth Centre print (e.g. leaflets, brochures)

I would like to remain anonymous:

Please do not use my real name

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

This consent form will apply to the image referenced above for twelve months from the date of signature.