

# Protocol for taking images and recordings on University property and at University events

## ***Background***

The University requires those involved in taking images or video recordings to ensure that the activity is in compliance with relevant legislation, such as the Data Protection Act and the Children Act, and considers the sensitivities and rights of individuals. In particular safeguarding children should be a primary consideration when images of children (all persons below 18) are captured.

## Scope

- The protocol relates to the use of any equipment which may capture the image of an individual, including camera phones, with the exception of CCTV (see CCTV policy)
- It covers the capture, processing and publication of images

## ***Protocol***

### **Capturing Images**

**Follow the protocol below and if in doubt get consent before taking/using images**

- 1** Images of children or young people must be taken only with the explicit and informed consent of the parent/carer, and only in situations which would not compromise the rights or safety of the child(ren).
- 2** Images of individual adults should be with permission if the image is for use in publicity material or to be held in University systems. Such consent should be in writing.
- 3** Images taken in rooms used for teaching and learning, including classrooms, studios, labs and learning centres, other than for the purposes of teaching/learning and assessment, shall be with the consent of the person responsible for the physical environment and the individuals present who may be in the image/recording.
- 4** Images taken at functions or events such as Graduation Ceremonies cannot easily be on a consent basis. Individuals should be made aware, in booklets/handouts or announcements



## Image/Recording Consent Form

I consent to images/recordings of me/my child being taken on.....and used for marketing and publicity purposes by the University of Wolverhampton

Name of child (where appropriate).....

Signed

Name

Date

School/Department (or address for visitors)

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.....  
.....

The University of Wolverhampton will retain a copy of the image with the details provided to enable the management of consent for using images in marketing materials. The image may be used in displays, posters, leaflets, publications, web pages. The images may be used for future marketing for a period not exceeding 4 years

For internal use

Photo ref	
Job ref	
Date of Activity	