

## **Policy 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 1998 and the Children Act 1989, and considers the sensitivities and rights of individuals. In particular, safeguarding children should be a primary consideration when images of children (all persons below the age of 18) are captured.

### **Scope**

The policy relates to the use of any equipment which may capture the image of an individual, including camera phones, with the exception of CCTV (the University has a [separate CCTV policy](#)).

This policy covers the capture, processing and publication of images.

### **Capturing Images**

**The protocol must be followed. If in doubt, get consent prior to 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/children.
2. Images of individual adults should be taken 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 purpose 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 that photography and/or video recording will be taking place. If anyone requests that their image is not used in publications then such requests must be respected.

5. In some circumstances it may be advisable to alert staff, students and visitors to photographic/recording activities by placing a sign in the vicinity of the area where the activity is taking place.
6. Additionally, where it is likely that other individuals may be captured in images, it is recommended that they are taken at the beginning or end of the day when fewer people are around. Campus Managers may be able to advise on time/location.
7. Where the images are captured as part of a University course or module, the course leader should ensure that students are made aware of any relevant legislation and the requirements of this protocol.
8. Where events are arranged with Schools or Colleges the consent of parents or carers should be obtained by the School/College on the University's behalf and a copy provided for University records.

### **Consent**

When requesting consent, individuals need to be fully informed of all the uses which may be made of the photograph or recording, e.g. the image/recording may be used for marketing purposes including use in publications and on the internet.

Consent applies for a limited time only and images should be stored so that it is clear when consent expires and identify subjects so that images can be removed where consent is withdrawn.

See consent form below.

<b>VERSION:</b>	<b>2</b>	<b>AUTHOR/ OWNER:</b>	<b>Marketing &amp; Communications</b>
<b>Approved Date:</b>	February 2012	<b>Approved By:</b>	<b>Marketing &amp; Communications</b>
<b>Review Date:</b>	<b>February 2014</b>		

## 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 (print) .....

Date .....

School/Department (or address for visitors)

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.....  
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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, University web pages/social network sites. The images may be used for future marketing for a period not exceeding 4 years.

**For internal use:**

<b>Photo ref</b>	
<b>Job ref</b>	
<b>Date of Activity</b>	