

Cambridge Carbon Footprint  
CityLife Social Enterprise Centre,  
182-190 Newmarket Road,  
Cambridge, CB5 8HE  
01223 971353

[info@cambridgecarbonfootprint.org](mailto:info@cambridgecarbonfootprint.org)  
[www.cambridgecarbonfootprint.org](http://www.cambridgecarbonfootprint.org)



## Photo policy and guidelines

### Introduction

These guidelines apply to all images of people that could be used in CCF publicity and information material. This includes newsletters, magazines, reports, press releases, information leaflets, displays, publications, website, posters etc.

### Consent

If you want to use images of people you need to have their consent to do so. Gaining consent ensures CCF will meet the requirements of human rights and data protection legislation, which say a person's recognisable image is personal information that belongs to them.

In addition to the legal considerations it is not appropriate for CCF as a responsible public body to use someone's image for publicity purposes without their agreement.

The simplest way of making sure we do the right thing is to explain to people what their image may be used for, how it may be stored and to give them the opportunity to say they don't wish to have their image taken for this purpose. This will ensure that only those people who are happy to have their image taken for publicity purposes will do so. They will then be asked to confirm this by signing a consent form.

### Consent to take images of people aged 18 or over

You must provide those people you want in the image with a written consent form before the photography takes place. Explain the form if someone is unsure and give people the chance to decline. You must ensure that only those people for whom consent has been given have their image taken. You must also ensure everyone in that image signs a consent form.

### Consent to take images of people aged under 18

It is not appropriate to take consent from anyone aged under 18. You must provide the parent, guardian or carer of the under 18 with a consent form. If you plan to take images of under 18s at an event where parents, guardians or carers may not be on hand to sign the forms then you need to secure consent in advance. Again, it is important that parents, guardians and carers have the chance to decline permission. You must ensure that only those under 18's for whom consent has been given have their image taken. You must also ensure you have a completed consent form for every under 18 in the photograph.

### Consent to take images of vulnerable adults

Provide the parent, guardian or carer with a consent form. If you plan to take images of vulnerable adults at an event where parents, guardians or carers may not be on hand to sign the consent form then you need to secure consent in advance. Again, it is important that parents, guardians and carers have the chance to decline permission. You must ensure that only those vulnerable adults for whom consent has been given have their image taken. You must also ensure you have a completed consent form for every vulnerable adult in the photograph.

### Consent to take images of groups of up to twenty people

Provide all of those being invited to be in the image with a written consent form. At an event it can be helpful to ask people to fill these in as they arrive. Explain the form if someone is unsure. Give everyone a chance to decline to be in the photograph. Ensure that

only those who have given consent have their image taken. Ensure you have a completed consent form for everyone in the photograph.

### **Consent to take images of groups of more than twenty people**

Gaining written consent from a large number of people poses some practical problems.

#### **Groups of more than twenty people organised to pose for a photograph**

Verbal advice replaces the need for written consent. This explains what the image may be used for in the same way as the written consent form. Use the advice script attached to these guidelines and sign it to verify that it has been read to those in the photograph. Under no circumstances should these images be cropped or adjusted to pick out individuals. It is good practice to warn people in advance that images may be taken e.g. include this information with invitations, fliers, programme materials or booking forms. Similarly, it may be appropriate to include signage at the event itself.

#### **Groups of more than twenty people at an event (not asked to pose)**

Consent is not required for images of groups of more than twenty people if the image is of the event in progress i.e. the group hasn't been asked to pose. Care should be taken to minimise the likelihood of individuals being clearly identifiable. Under no circumstances should these images be cropped or adjusted to pick out individuals. It is good practice to warn people in advance that images may be taken e.g. include this information with invitations, fliers, programme materials or booking forms. Similarly, it may be appropriate to include signage at the event itself.

#### **Images already in your possession**

If you are not sure whether or not we have permission to use an image, try to contact the person and check. If this fails, err on the side of caution and do not use the image.

#### **Storing images and consent forms**

All new images added to our files or library must have the necessary consent. You must ensure you store completed consent forms securely as they contain personal data. Check with the office for the current systems.

#### **Images supplied by third parties**

Check with anyone supplying you with an image that they do have the consent of people appearing in them. It is always best if this is in writing.

#### **Supplying images to third parties**

The written consent form and consent advice script outlined above make it clear to people that we may, on occasion, supply images to partner organisations for use in joint publicity. It is therefore acceptable to share images of people with partners on an occasional basis for joint publicity purposes.

#### **Renewing consent for images**

People's circumstances may change quickly. An image they were happy to appear in this year may no longer be appropriate for use in five years time. Try not to reuse old images. If an image is more than three years old it is advisable to refresh the consent by contacting the people in the images and asking them to complete a new consent form. If you cannot get renewed consent then you should not use the image.

**Guidelines adapted from those of Cambridge City Council, with thanks. January 2010**

# Image consent form - adult



Cambridge Carbon Footprint would like to \*take your photograph / \*make a video/webcam recording of you to use in our publicity materials. These images may appear in our printed publications, in press releases, on video, on our website, or on all four.\*  
(\*Please delete as appropriate.)

We will not disclose any of the personal details you provide on this form to any third party. The details you provide here will be used solely for the purpose of verifying and recording your consent for us to use your image. (The only exception to this would be to give your name with the image if there was a particular reason – for example if you were the winner of a competition being announced in the local paper.)

I have read and understand the information above and I consent to this in accordance with the Data Protection Act 1998

Full name (print): .....

Signature: .....

Address: .....

Contact number: .....

Date: .....

*To be completed by Cambridge Carbon Footprint:*

The event/activity: .....

Date of event/activity: .....

Staff/volunteer name: .....

Contact number: .....

Name and contact details of photographer or recorder if different from above: .....





## Image consent form – child (under 18) or vulnerable adult

Cambridge Carbon Footprint would like to \*take photographs / \*make a video/webcam recording of the child or vulnerable adult in your care to use in our publicity materials. These images may appear in our printed publications, in press releases, on video, on our website, or on all four.\*  
(\*Please delete as appropriate.)

We will not disclose any of the personal details you provide on this form to any third party. The details you provide here will be used solely for the purpose of verifying and recording your consent for us to use the image. (The only exception to this would be to give the name of the child or vulnerable adult with the image if there was a particular reason – for example if they were the winner of a competition being announced in the local paper.)

I have read and understand the information above and I consent to this in accordance with the Data Protection Act 1998:

Name of child or vulnerable adult (print):

.....

Name of parent, guardian or carer (print).

.....

Signed:

.....

Address:

.....

Contact number:

.....

Date:

.....

*To be completed by Cambridge Carbon Footprint staff/volunteer:*

The event/ activity:

.....

Date of event/ activity:

.....

Staff/volunteer contact name:

.....

Contact number:

.....

Name and contact details of photographer or recorder if different from above:

.....



## Verbal advice script

Use this script to address groups of more than twenty people organised to pose for a photograph, fill in the details of the event, sign and place this form in the appropriate file in the office.

“Cambridge Carbon Footprint may use this photograph in its publicity materials including our publications, reports, leaflets, posters, fliers, advertisements, media releases and website.

We occasionally share images with partner organisations including the media.

By participating you agree to Cambridge Carbon Footprint using the image for these purposes.

If you do not wish to be depicted in the image please move to one side now.

Thank you.”

Event:.....

Date:.....

Staff member/volunteer/photographer:.....

Signature:.....