



PHOTO AND VIDEO SHARING POLICY

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Overview

Diverse Abilities is committed to the highest standards of openness, integrity and accountability. Diverse Abilities has a reputation for providing excellent, professional services and we enjoy strong relationships with our stakeholders within a diverse community. While providing this service, we record pictures and videos of the people we support making achievements and capturing their progress.

Purpose

This policy exists to ensure that photos and videos are shared responsibly and with the required level of consent.

This policy outlines the guidelines staff must adhere to when capturing photo or video evidence and content of the people we support while employed by or volunteering for the charity.

Scope

This policy applies to all employees and volunteers of Diverse Abilities and its subsidiaries, as well as members of its board of trustees, who create or contribute to blogs, social networks or any other kind of social media.

Everyone we support is required to provide consent for photos and video to be captured – whether this is for marketing purposes, evidencing, or for training purposes.

Consent can be provided by the individual, dependent on their own personal mental capacity and with best interest forms, or by the family/guardians/attorneys dependent on who is responsible for making decisions on the individuals behalf.

Consideration must be given to the following when capturing photos and videos:

- Where will this content be used,
- How will it be stored,
- Who is captured within it – including staff, volunteers, or in the background.

Be smart about protecting the people we support, their privacy, and Diverse Abilities' confidential information.

Guidelines

- Photos and videos should only be captured on devices issued by Diverse Abilities. These have been set up with the appropriate safety measures in place with regards to available app usage and private and secure storage.
- If photos and videos are to be shared with the Communications Team for marketing use, the individuals in the content must have provided consent for marketing purposes. Only first names will be used accompanying pictures to protect individual's identities. There are additional risks when sharing content including vulnerable children and adults online and these should be taken into consideration when requesting marketing consent to begin with. Consent can be removed at any time, and this is detailed below.
- Requests to remove consent can be made to the service manager at any time, and this will be communicated to relevant parties across the organisation, for example to the Communications Team for marketing purposes, or to the Training Manager for

training examples. While consent can be withdrawn at any time, it is not always possible to completely delete photos and videos that have already been shared.

- Staff will ensure that the individual in the photo/video is following Diverse Abilities' best practices for positioning and alignment, that they are comfortable, and happy in that moment to have their picture taken or to have video clips captured. Content should positively reflect on the individual's involvement in the activity.
- Avoiding full face and body shots of individuals taking part in hydrotherapy or swimming where there may be a heightened risk of images being misused if they are to be used publicly.
- If parents/carers/guardians are in attendance and taking pictures for their own personal use, they should be made aware of any individuals who cannot be included in images, even in the background, in the event they end up on a public platform like social media. Service managers are responsible for managing this and ensuring those individuals are kept as separate as possible to minimise risk, while still being included in the activity. An individual will never be excluded from an activity because we do not have consent to take their photograph or capture video content.
- If professional photography or videography is required for Diverse Abilities marketing purposes, this will only involve those with explicit marketing permission – and where required, notices will go out to parents/carers in advance.
- We will store photos and videos of the people we support securely, in accordance with our safeguarding policy and data protection law. Electronic images are stored on restricted and protected folders. These digital files are kept for five years, and on archiving are reviewed whether it is beneficial to keep images as part of an individual's progress and achievement files.