

Data Protection Filming and Student Images 2019

Principles of photography and filming for marketing purposes at Huddersfield New College

We recognise that although our students are young adults, their welfare remains paramount to any use of photography or filming. All of our students have a right to decide whether their images are taken and how these are used.

We ensure that students are offered meaningful consent in that they understand when we take an image, how this will be used and what constitutes 'marketing activity'. All marketing and publicity purposes follow the principles below:

- To celebrate student success internally and externally
- To support the marketing of the College and the wider student experience
- Necessary to our promotional strategy, with students fully aware of how their image may be potentially used and the platforms it may appear on
- Appropriate for official publication, for example by not using an images of students on beaches in swimwear on trips. All photographs are vetted by the marketing department to ensure they do not have the potential to be misused

Official photography for College marketing purposes

To ensure compliance and informed consent, the following procedures are followed:

- Photography banks are updated annually by a DBS checked photographer. Students having their photograph taken for this are asked to sign a release form at the time of image capture. This clearly states how their image will be used, and how they can withdraw consent at any time.
- Similarly, for official filming students are spoken to and asked to complete a form which states where footage will be used
- It is recognised that on occasion staff may take photos/footage and submit these for use by marketing. All staff are briefed that students must be made aware that images taken are being submitted to Marketing for use and asked to confirm formally students understand this
- Should a student withdraw consent all photographs are deleted from records and files
- Where full names are visible in imagery e.g. in photographs of students holding certificates or a full student name is used, confirmation is sought from the student regarding publication of the image

Photography at events

At public events, signs are placed at key points advising that photography will be taking place for external publication. Guests are advised that they can opt out of this by contacting a member of staff

Third party guests

The College regularly host events involving third party guests that may be photographed for marketing purposes e.g. Primary School Sports Days.

Organisations are asked to advise of any visitors who do not have permission to be photographed, and as a College we follow the College's own policies and procedures such as emailing imagery for checking prior to publication.