



# Photography and Filming Policy WILDHEARTS

WildHearts Group (“the Group”) works with groups and individuals of all ages. To promote the work the Group undertakes, we regularly capture content at our events, and have created the following policy which sets out the overarching principles that guide our approach to photographs and videos being taken of groups and individuals.

It is the responsibility of all staff within the Group to ensure that we operate in line with our values and within the law when creating, using and sharing images captured at Group events.

## Consent

By agreeing to attend our event(s), you give consent for the Group to use your image captured in photo or film media.

## Photography and/or Filming for Personal Use

Spectators, colleagues, parents, or event attendees themselves may wish to take photographs or film at our events for personal use. Guidance about image sharing will be communicated in the event programmes and/or announced before the start of the event.

## Photography and/or Filming for the Group’s Use

### Use of Images

The Group may use photography and video taken for the following purposes:

- To promote the work of the Group
- To enhance materials and resources used by the Group in undertaking its activities
- To market the products and services of the Group

## Photography and/or Filming for Wider Use

If people such as local journalists, professional photographers (not hired by the Group), partners or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide:



# Photography and Filming Policy **WILDHEARTS**

- the name and address of the person using the camera
- summary of images they wish to take
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

The Group will verify these details and decide whether to grant permission for photographs/films to be taken.

We will inform event attendees that an external photographer will be present and ensure the photographer/videographer is easily identifiable, for example by issuing them with a coloured identification badge.

## Storing Images

Photographs and videos of all Group events will always be stored securely, in accordance with our data security policies and data protection law.

We minimise retention of hard copies of images and ensure these are kept in a secure location. Electronic images will be saved in a protected folder with restricted access. Stored images must be reviewed at least every 5 years and deleted if it is no longer considered appropriate to retain them.

Staff and volunteers must ensure that media from Group events is never stored on unencrypted portable equipment such as memory sticks and mobile phones.

## Under 18's

The Group promote the welfare of all children and young people and commit to share and use images of children safely. Our policies for under 18's are based on UK legislation in line with the NSPCC guidance. Media of children will never be sold for commercial gain or licenced to third parties for any use other than those listed above.

## **Safeguarding**

Sharing photographs and films of our activities helps us celebrate the successes and

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# Photography and Filming Policy WILDHEARTS

achievements of our children and young people, provide a record of our activities and raise awareness of our organisation.

Parents and carers will be notified in advance where an event or activity will involve photography and filming. Media involving under 18's is subject to the same data protection laws stated above.

Our photographers and videographers will undertake the following principles when necessary:

1. only using images of children in appropriate clothing (including safety wear if necessary)
2. avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
3. using images that positively reflect young people's involvement in the activity.

Known or suspected abuse or misuse of images of children must immediately be reported to senior management for safeguarding.

Our external photographers and/or videographer ('contractors') are provided with clear briefs for content, and will wear appropriate identification at all times. Contractors will never have unsupervised access to under 18's.

## Parent and Carer Consent

Due to the dynamic nature of our events, it is not possible to opt-out of media collection. As a parent or carer of an under-18 attending one of our events, agreement to attend the event will be taken as consent for images and videos to be taken.

## Contact Details

Name: Compliance Officer

*Phone/email: [compliance@wildheartsgroup.com](mailto:compliance@wildheartsgroup.com)*

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NSPCC helpline

0808 800 5000