

# PHOTOGRAPHY & VIDEOGRAPHY POLICY: UNDER 18S ATTENDING ON CAMPUS VISITS OUTREACH TEAM



This policy outlines the procedures and guidelines for photographing under 18s during campus visits at any University of Cumbria site. It ensures that all images are handled responsibly and in compliance with data protection and safeguarding requirements.

## PURPOSE OF PHOTOGRAPHY

Photographs taken during campus visits may be used for:

- Future promotional materials (e.g., brochures, flyers) and Marketing (online and offline).
- Social media posts showcasing the event.
- Internal news stories showcasing the event.
- Future event promotional emails.
- Outreach webpage.

## PARENTAL CONSENT

- Schools and Colleges must identify students who **do not have parental consent** for photography before the visit.
- Ideally a list of these students must be shared with the university at least 48 hours prior to the event.
- If this is not possible, a university staff member will speak to staff from the school on the day to seek clarification up who can and cannot be photographed.
- Schools are responsible for communicating to parents how photographs will be used and obtaining parental consent where applicable, in line with their own internal photograph policy.

## IDENTIFICATION OF NON-PHOTOGRAPHABLE STUDENTS

- Students without parental consent will be issued a **clearly visible coloured lanyard** upon arrival.
- The lanyard serves as a visual reminder to staff and photographers to exclude these students from all photographs.

## STAFF AWARENESS

- A nominated photographer(s) will be allocated on an event day. This will be a member of staff from the university.
- Student Ambassadors will not be permitted to take any photographs on the day.
- Any university staff and external photographers involved in the event will be briefed on the photography policy.
- Staff will be made aware of the list of non-photographable students and the significance of the coloured lanyard system.

## STORAGE AND ACCESS

- Photographs will be securely stored on the university's **SharePoint system**, which is accessible only to authorised staff.
- SharePoint folders will be managed in compliance with the university's data protection and GDPR policies.

## DELETION PROCEDURE

- Photographs will be retained for a maximum of three years, unless otherwise required for ongoing projects.
- At the end of the retention period, images will be permanently deleted from all systems, including backups.
- Any photographs identified as including non-consenting students will be immediately deleted upon notification.

## DURING THE EVENT

- Photographers and staff ensure students with coloured lanyards are excluded from all photographs.
- Care is taken to ensure group photographs do not inadvertently include non-consenting students.
- Photos containing students faces/or where students could be identified will not be shared via personal devices via WhatsApp or other messaging services at any point during or after the visit.

## POST EVENT

- Photographs are reviewed to ensure compliance with consent requirements.
- Any images containing non-consenting students are identified and deleted.

## COMMUNICATION TO SCHOOLS

- Schools will be provided with this policy in advance via event joining instructions.
- By following this policy, the university ensures a safe, respectful, and lawful approach to photographing students during campus visits.

## ADDITIONAL DETAILS:

**Written by:** Louise Gray - Outreach Manager

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**Reviewed by:** Daniel Dutton – Head of Student Recruitment and Outreach

**Date:** February 2025

**Date of next review:** January 2026

## PHOTOGRAPHY & VIDEOGRAPHY POLICY: FULL PARENT/GUARDIAN CONSENT FORM UNDER 18S



**This form will be used where there is need to name an individual student with an image, for example press stories, case studies and other circumstances.**

We would like to take photos/film and/or comments of you for promotional purposes. Including without limitation, these images may appear on our website, email newsletters, social media, printed materials (including leaflets, posters and adverts) in materials sent out to the media, and/or in reports and general marketing. **We will not include personal e-mail addresses, postal addresses, and/or telephone numbers on our website or in printed publications.**

Please note that websites can be seen throughout the world, and not just in the United Kingdom, where UK law applies.

## CONSENT STATEMENT:

*I have read and understood the terms and conditions in which my image will be used. I give the University of Cumbria (and its licensees) permission to use my image/video and any text I provide for any non-commercial and/or educational and/or commercial purposes in any media, including without limitation, printed publications, presentations, educational and/or promotional materials, in the advertising of the university's goods or services or on the university's websites and/or social media.*

If you would like to discuss anything in relation to this policy, please contact [outreach@cumbria.ac.uk](mailto:outreach@cumbria.ac.uk)

**Learner consent:**

<b>FULL NAME</b>	<b>DATE</b>	<b>SIGNATURE</b>

<b>MOBILE NUMBER</b>	<b>EMAIL ADDRESS</b>

**Parent/Guardian consent:**

<b>FULL NAME</b>	<b>RELATIONSHIP TO LEARNER</b>	<b>SIGNATURE</b>