



# **Digital Photography and Image Policy**

Version 1.2 - Issued April 2019



Forest of Dean Brass Band takes seriously its responsibility to protect and promote the safety and welfare of our members. We recognise this responsibility extends to how we manage the use of still and video images of players and have put in place appropriate measures. Photography and videography is subject to the Data Protection Act 1998 regarding the rights of individuals to have information of a personal nature treated in an appropriate manner and the Human Rights Act 1998, protecting the privacy of individuals and families.

As well as these statutory rights, restrictions on photography arise from issues of safeguarding and copyright in performances. Forest of Dean Brass Band recognises that it is difficult to balance the benefits of having photographic records of the wide variety of events that take place day to day in the band's environment, whilst also appropriately protecting the individuals associated with the band.

From time to time we may wish to capture video or photographs of members.

These images or videos may be used on our website, in printed materials such as concert programmes, or even on the band's social media accounts, such as Twitter, Facebook and Instagram. There may also be times when our band is visited by members of the press or media who will take photographs or film footage. Members will often appear in these images which may appear in local or national newspapers or on televised news programmes.

Please note that websites and social media services can be viewed throughout the world and not just in the United Kingdom where UK law applies.

We inform all parents and carers when a player is joining Forest of Dean Brass Band that their images may be used in marketing and promotional material produced by Forest of Dean Brass Band. Band members or Parents/carers of under 16 band members must sign the declaration on the membership form. Any band member or parent/carer of a band member who do not wish for their images to be used in this capacity, for any reason, may opt out at any time by informing the band in writing.

Where band members or parents/carers of band members have opted out, we take steps to ensure their child's image is not identifiable in any of our materials.

Forest of Dean Brass Band will use reasonable judgement when using images for the progression of the band and its members whilst always respecting the wishes of the individual and parents.

## **Use of Digital and Video Images**

The development of digital imaging technologies has created significant benefits and allowing staff and members instant use of images that they have recorded themselves or downloaded from the internet. However, staff and members need to be aware of the risks associated with sharing images and with posting digital images on the internet. Those images may remain available on the internet forever and may cause harm or embarrassment to individuals in the short or longer term. There are many reported incidents of employers carrying out internet searches for information about potential and existing employees.



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Forest of Dean Brass Band will inform and educate users about these risks and will implement policies to reduce the likelihood of the potential for harm:

- When using digital images, members should be aware of the risks associated with the taking, use, sharing, publication and distribution of images. In particular, they should recognise the risks attached to publishing their own images on the internet e.g. on social networking sites.
- Band members are allowed to take digital / video images, using Forest of Dean Brass Band equipment but must follow the band's policies concerning the sharing, distribution and publication of those images.
- Care should be taken when taking digital / video images that members are appropriately dressed and are not participating in activities that might bring the individuals or the band into disrepute.
- Members must not take, use, share, publish or distribute images of others without their permission. Photographs published on the website, or elsewhere that include members will be selected carefully and will comply with good practice guidance on the use of such images.
- Members full names will not be used anywhere on a website or blog, particularly in association with photographs.
- Forest of Dean Brass Band will not use publically or externally images of band members where they, or their parents/carers have opted out from use of photography.
- Forest of Dean Brass Band members or their parent/carers must report any concerns relating to any inappropriate or intrusive photography to the bands Safeguarding Officer.
- Forest of Dean Brass Band members must not use any images that are likely to cause distress, upset or embarrassment.
- Photographs taken by band members during rehearsals, concerts or engagements may be used within the band to illustrate the work of the band except in cases where the parent/carer has opted their child out.
- Copyright and use of photographs is carefully controlled by and retained safely by the band
- Photographs held by the band must be annotated with the date on which they were taken and stored securely.
- Cameras and mobile phones are prohibited in the toilet areas.

## **Photographs by Other Authorised Agencies**

- The involvement of other agencies can only be authorised by the Band Secretary on behalf of the committee.
- Other agencies may include: Reputable commercial photographers, commissioned by the Band Secretary on behalf of the committee. The law allows them to retain the copyright of photographs they take.
- The press and other media. Copyright rests with the photographer.

The purpose of the pictures must be explained to the band members themselves or their parent/carer if under school leaving age. Written permission must be sought. Members must not be photographed for these purposes under any circumstances unless permission has been obtained.



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## **Photography by Band Members and their Parents**

Photography traditionally forms an enduring part of each family's record of their family members, and especially children's, progress. It is a social norm to photograph a celebration of success or an achievement. Where practical, arrangements can be made to allow photographs to be taken by parents and other guests attending band events. Photography must not be allowed to upset the performance or smooth running of the event or affect the health and safety of members and others.

When a band member or their parent/carer does not agree to them being photographed, the Band Secretary or a member of the band committee must inform event attendees and make every effort to comply sensitively. Parental photography must not include anyone who has refused consent for any reason, be it an adult member or under school leaving age. This may necessitate offering photography opportunities before or after an event of those who are authorised to be involved.

Photography is secondary to the main aims and purposes of performances and must not be allowed to interfere with the opportunities for participation.

## **Under 16s Photography**

Under 16s will photograph each other extensively during certain activities especially during concerts and engagements. Band management and to some extent all band members should maintain the supervision and management control expected in their "duty of care" role, they must ensure they inform all members of the expectations with regard to photographing their peers.

Members should be educated about acceptable behaviour when photographing their peers.

There may be incidents where members take inappropriate photographs, perhaps showing friends and other members inappropriately dressed. Band management and Band members must endeavour to discourage this practice, as it is open to abuse, but ultimately parents are responsible for monitoring their child's use of personal cameras and subsequent use of images involved.

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