

## Use of Images Policy

**Purpose of policy:** This policy sets out how North East Circus Development Trust (Circus Central) will ensure the safety and welfare of children, young people and/or vulnerable adults in our care when making or taking photos/images of them. It details how we obtain parent/guardian consent for the use of images and the use of data. This policy links closely to our Data Protection and Security Policy and the two policies should be read in conjunction.

**Definitions:** North East Circus Development Trust is the registered charity name of our Circus Arts Charity. We commonly operate under the name Circus Central

Children are defined as people under the age of 18 and Vulnerable Adults are people over 18 who are, or may be in need of community care services by reason of disability, age or illness; and are, or may be, unable to take care of or protect themselves against significant harm or exploitation.

Events are defined as any delivery undertaken by Circus Central including, but not limited to: performances, workshops, regular classes, pop up events.

Social media. The following list is not exhaustive, it is intended to demonstrate the range of sites that are included within the term social media: Facebook, Instagram, Twitter, Flickr, Snapchat

**Policy Application** Our policy applies to all staff, freelancers, and volunteers working for Circus Central as well as visitors and families.

**General:** As a Circus Arts facility Circus Central needs and welcomes publicity. Photographs document and celebrate individual and group progress and achievement. Recording events with images captures the colour, life and community present within Circus Central. Making use of photographs for publicity materials and to promote the circus in the press can increase participant motivation and staff morale, and help parents and the local community identify and celebrate the circus and its achievements. Photographs must be used in a responsible way.

In May 2004, section 45 of the Sex Offences Act 2003 amended Section 1 of the Protection of Children Act 1978 by raising the age of a 'child' from 16 to 18. This means it is now an offence to 'take, make, allow to take, distribute, show, possess with intent to distribute, or advertise indecent photos or pseudo photographs of children under the age of 18.

### Types of activities that require photographs

- Recording of practical activities as evidence of assessment/progress including, but not limited to BTEC qualifications
- Recording of special events
- Recording of events/work to be published on Circus Central social media
- Recording of personal progress and achievement

### 1. Standard

1.1 Individuals must only use their own devices to track their personal skills

1.2 Individuals may only record other participants where express permission has been given

1.3 Individuals must be aware of who is in the frame whilst they are recording. If they want to post recorded images online they are encouraged to ask people to move out of the background so they have a clear shot, or get their permission to post.

## **2. Images taken by parents, legal guardians or family members at Circus Central events:**

2.1 Families are required to sign to state that the images they capture will be used appropriately at each event (see appendix 2). If families do not adhere to these guidelines then they may be refused entry to future events.

2.2 Circus Central will provide time during regular classes where young people can have photos taken without others in the background.

## **3. Images for Circus Central publications:**

3.1 Circus Central will only take and use images that are appropriate and are considered to not be open to misuse.

3.2 Parents/legal guardians are required to sign a recorded images permission form at the beginning of each academic year for Troupe members.

3.3 If an image of a child is used, the child's name **will not** be published. If a name is published, **no image will be used** without specific consent.

3.4 Children and their parents/legal guardians will be made aware of why their picture is being taken and how it will be used e.g. at Circus Central Cabarets

3.5 Members of the public will be made aware that images may be recorded during public events and will be informed who to notify if they do not want their images used, e.g. with a signboard.

3.6 Circus Central will ensure that images of a single child with no surrounding context of what they are learning or doing will be avoided.

3.7 Children and parents should be encouraged to recognise the value of group photographs.

3.8 Circus Central recognises that images must not be used to cause distress, upset or embarrassment.

3.9 Circus Central will use photographs that represent the diversity of the children/young people participating.

3.10 Images will be kept securely.

3.11 Unless other permissions have been agreed with the parent/legal guardian and the participant, images will be held by Circus Central for the duration of the pupil's participation in the organisation thereafter they will be destroyed.

3.12 Images of participants of Circus Central will not be used to illustrate controversial subjects.

## **4. Images taken by Circus Central**

4.1 Where images will be taken by Circus Central participants will be notified in advance and given the option to opt out

4.2 Where possible the individual recording the images should be made easily identifiable.

4.3 Circus Central will designate specific persons to record the imaging, those files will be stored securely, solely by Circus Central.

4.4 Images of children and vulnerable adults will not be stored on staff, freelancers, or volunteers phones or other personal equipment

## **5. Images taken on behalf of Circus Central**

When the company commissions professional photographers or invited the press to cover our events and activities staff must ensure that the following is adhered to in relation to child protection

- Check credentials of any photographers/ organisations used
- Ensure identification is worn at all times, if they do not have their own, Circus Central will provide it
- Do not allow unsupervised access to children or young people or one to one photographic sessions
- Do not allow photographic sessions outside of the activities of services at a child, young person or adult at risk's home

## **6. Images for Circus Central website and/or other social media platforms:**

6.1 Websites/social media platforms are part of the internet and are more easily accessible than paper based publications. Circus Central will make sure that only appropriate images are used. Image filenames will avoid using children's names.

6.2 Prior to posting an image including a participant on a social media platform the member of staff must consult and seek approval from a minimum of one other member of Circus Central staff

6.3 The storage of electronic images will be regularly reviewed by a member of staff.

## **7. Images of children who are vulnerable**

Circus Central has several participants who are considered to be vulnerable and it is vital that their images are not recognizable.

## **8. Procedures:**

8.1 Staff and freelance practitioners are responsible for monitoring the recording of images of Circus Central participants by one another during on or off-site activities.

8.2 All participants must sign a code of conduct including rules around use of images, participants are required to contribute to safeguarding individuals by reporting concerns to a Circus Central affiliate.

8.3 Staff and freelance practitioners have a duty to take seriously any concerns raised about the use of devices to record images and to act to safeguard Circus Central participants.

8.4 Where appropriate, staff and freelance practitioners may request individuals to stop recording images, delete them off of the device, and follow safeguarding procedures to ensure well-being of all participants.

8.5 All photographs taken by mentors should be taken on a Circus Central approved device.

8.6 Any post capture alteration should be done using an approved computer and editing software after initial downloading.

8.7 Once a project has been completed the images should be dated and archived. They should be kept in a locked container and should be erased/ destroyed as soon as there is no further use for them.

8.8 Adults (including parents or guardians of children below the age of consent) and young people (over the age of consent) must be aware of:

- The purposes for which the images will be used
- The length of time that they will be used for

8.9 No photos may be stored on Circus Central mentors or staff's personal devices

Please note that images taken by the media are not covered by this policy and are subject to a separate set of regulations.