



north west
regional college
Derry-Londonderry • Limavady • Strabane

North West Regional College Policy and Procedures

UK GDPR Guide to Photography/ Videography

Approved by

Date

Principal and Chief Executive

Issue	Document Title	Date Last Reviewed	Next Review Date	Responsibility of
1	UK GDPR Guide to Photography/ Videography	Feb 2022	Feb 2024	Eoin Coyle

North West Regional College

UK GDPR Guide to Photography/ Videography



The College no longer require signed consent forms from individuals for photography and videography. The aim of this change is to reduce the administrative burden of collating consent forms particularly at events, graduations and class projects.

This change will not affect the rights of individuals, who will still have the option to opt-out of photography/videography or request. If you do receive a request from an individual to withdraw their consent after images have been taken, please forward the request without undue delay to dpo@nwrc.ac.uk.

This guidance applies to all College staff, regardless of department, who take photographs or videos which will or may be used for the purposes of the College including:

- For promotional use, including use in the College prospectus;
- For posting images/videos on the College website;
- Use of social media pages including NWRC pages or departmental managed pages; and
- Student profiles

The above list is not exhaustive and this guidance applies to the use of photography or videography in any of the College's purposes.

Raising Awareness of Photography

In order to ensure individuals are aware that there will be photography or videography that may be used for College promotion, individuals must be given the opportunity to opt-out.

As the College will no longer use consent forms (except for children and vulnerable adults), we must ensure individuals are suitably notified of photography/videography. This can happen by at least one of the three below formats, where possible all three should be availed:

1. **Signage** – a pop up sign or banner to make individuals aware that there will be photography/videography at an event. Signage must be used at all events that will have photography/videography.
2. **Email** – when inviting individuals to an event, a disclaimer should be included to ensure individuals are aware that there will be photography at the event (if applicable) and the purposes of photography. If emailing an individual to seek permission to do a profile, it is important that this step is also included. The below line is recommended:

Disclaimer: Please be advised that there will be photography and/or videography taken during this event. Captured images will be considered for inclusion in promotional activities which may include online (inc social media), print/publications (inc prospectuses), media/press (inc newspapers) and signage (external and individual)/branding. If you do not wish to be photographed or recorded, please let us know. For further information on how we will use images or for further information on your data protection rights please see www.nwrc.ac.uk/privacy.

3. **Announcements** – this should take place alongside either signage or email. This is a reminder to individuals that there will be photography/videography and the purposes for which it will be used. Individuals can be directed to signage and our website for further information. The use of announcements can be used when an unplanned opportunity arises. Please direct individuals to the College website for further information.

It is the responsibility for the event organiser to ensure that this is effectively communicated with attendees.

Children/Vulnerable Adults

Due to the extra care required when processing the images of children or vulnerable adults, consent forms will still be required for these individuals. The College's consent form is attached and must be completed for every individual on every occasion.

It is the responsibility for the event organiser to ensure the consent forms have been collated. This is applicable even if Marketing assistance has been requested for an event. It is the responsibility of the organiser to ensure that once collated, that Marketing have been made aware of any individuals that have opted out. Consent forms must be retained in line with the FE Sector Retention and Disposal Schedule.

What if an individual no longer wishes for the College to use their image?

Under the UK GDPR individuals must have the opportunity to object to the processing/use of images. In terms of photography/videography, the right to object could be:

1. An individual asking for their image to be taken off social media/College webpage;
2. Individual requesting that their image is no longer to be used in the College prospectus;
3. Individual requested their image is not used for billboards, posters or any other form of advertising.

The above examples are not exhaustive, however if we have taken or used an image, and the individual no longer wishes for the College to use the image, then they can object to its use. The request does **not** have to be in writing. However, when possible, it should be recommended that the individual contacts the College's Data Protection Officer for further information.

If a member of staff receives a request or potential request, they must forward the request to dpo@nwrc.ac.uk without undue delay.

