



PHOTOGRAPHY POLICY

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1.0 Policy Statement

Edinburgh Dog and Cat Home (the Home) is committed to a policy of protecting the rights and freedom of individuals with respect to the processing of their personal data. Personal data means data which relates to a living individual who can be identified from that data.

In accordance with the above, taking and retaining photographs and videos of people is considered personal data under the General Data Protection Regulation (GDPR), and the data protection principles apply. You must get consent from anyone who appears in a photograph or video before it is taken or recorded. In this policy photography and video will be referred to as 'photography' as the same principles apply to both types of media.

It is especially important that we seek permission when taking photos of children or young people, regardless of the situation. Images must not be shared or used by a third-party organisation unless we have explicit consent to do so. By gaining consent and observing the permissions we have for photos and videos, we can provide necessary duty of care and protection of privacy to our supporters, customers, staff and volunteers.

This policy applies to all Home personnel. You must read, understand and comply with this policy when taking photographs and using photographs on our behalf. This policy sets out what we expect from you in order for the Home to comply with applicable law. Your compliance is mandatory.

2.0 Photography at Large / Public Events

2.1 Getting Consent

At any event, regardless of the size, you must make it clear that photographs will be taken and offer the opportunity for people to opt-out from their image being used. You must make it clear why we are using that person's image, how long we intend to use the image for, and what we will be using it for. The following statement should be used:

There will be photography and video recordings taken at this event. These images may be used for promotional purposes, across our digital channels and within our future publications. The images taken from this event may be used at any time, normally within a five-year period from the date of capture. If you do not wish your images to be used in this way please make your wishes known to a member of staff.

This statement should be displayed using one or more of the following methods:

- During any online registration processes (if applicable)
- By making an announcement at the event
- By displaying a reasonably prominent sign in clear view at the event

2.2 Opting Out

If an individual chooses to opt out from their photo being used, they must be provided with a form of visual identification (e.g. a lanyard or sticker) to ensure the photographer can avoid

taking their photo during the day. It is also recommended that staff also record a description of the individual, in the event that the identification is not visible in a photograph. For large events where a professional photographer is used, it is best practice for them to be briefed on those who have opted out.

2.3 Children and Young People

A photography and video consent form must be completed by the parent or guardian before taking photos of those under the age of 18, regardless of how large or public the event is. Ensure you note the file names of the images within the section for office use only on the reverse of the consent form.

3. Taking Photos within a Private Environment

Private environments may include, but are not limited to; the Home, our charity shops, schools, meetings, cheque presentations and small events.

Before taking photos or videos you must ensure that anyone who will be photographed has completed the photography consent form. The verbal consent section of the form may be used at times where it may not be possible for the individual to sign a consent form.

Ensure you note the file names of the images on the reverse of the consent form.

If the individual does not have the mental capacity to provide consent and there is not a guardian in place to provide consent, the image should not be used.

4.0 Photography of Animals in Rehoming

Staff working at the Home are permitted to take photographs of the dogs and cats who are in our care, providing that doing so does not cause any stress or harm to the animal involved.

Such photographs may be shared internally to staff via Workplace regardless of the status of the animal.

Only photographs of animals who are available for rehoming on our website and app may be shared publicly. Photos of animals who are not available for rehoming must never be shared publicly.

5.0 Photography of Animals in Boarding

Staff are not permitted to photograph or video pets who are using our boarding services, unless any of the following apply:

- There has been pre-agreement with the pet's owner
- There is a welfare concern with the animal, in which case this should be reported to the kennel management team to review

Any photography of pets in boarding should not be shared publicly unless the owner's permission is sought. It is permitted to share photos of boarding pets internally on Workplace.

6.0 Photography of Staff and Volunteers

It is expected that, as part of your role at the Home staff and volunteers may be photographed for marketing purposes. All staff have the right to withdraw from having their images used and should inform the Senior HR Officer and Communications Manager to ensure that images and videos are not taken or shared.

7.0 Rights and Responsibilities

7.1 Data Protection Officer

Responsibilities of the Data Protection officer are:

- to inform and advise SMT and individual employees about our obligations to comply with the GDPR and other data protection laws including photography consent;
- to monitor compliance with the GDPR and other data protection laws, and with our data protection policies, including managing internal data protection activities; raising awareness of data protection issues, training staff and conducting internal audits;

Please contact the Data Protection officer with any questions about the operation of this policy or the GDPR or if you have any concerns that this policy is not being or has not been followed.

The Data Protection Officer is Kevin McLean who can be contacted at dataprotection@edch.org.uk, 0131 669 5331.

7.2 Individual employees

All employees will, through appropriate training and responsible management:

- observe all forms of guidance, codes of practice and procedures about the collection and use of photographs and videos for the Home
- understand fully the purposes for which the Home uses photographs and videos
- collect and use appropriate images only in accordance with the purposes for which it is to be used by the Home to meet its service needs or legal requirements.
- ensure the images are destroyed (in accordance with the provisions of GDPR) when it is no longer required.
- on receipt of a request by or on behalf of an individual for images held of them will immediately notify their line manager/Data Protection Officer
- not send any images for which we do not have consent, outside of the organisation without the authority of the Data Protection Officer
- All photography/video consent forms should be passed to the Marketing Executive who will file them securely for future reference

7.3 Photography subjects' rights

The Home is fully committed to facilitating access by photography subjects to their personal data, and exercise of their rights in relation to personal data.

Photography subjects have rights when it comes to how we handle their personal data. These include rights to:

- withdraw consent to use of their image at any time;
- receive certain information about our processing activities;
- request access to their personal data that we hold;
- restrict processing in specific circumstances;
- prevent processing that is likely to cause damage or distress to the data subject or anyone else;
- be notified of a personal data breach which is likely to result in high risk to their rights and freedoms;
- make a complaint to the supervisory authority about the use of the image

You must verify the identity of an individual requesting data under any of the rights listed above (do not allow third parties to persuade you into disclosing personal data without proper authorisation).

Any data subject requests should be directed to the Data Protection Officer.