

SOUTHWATER PARISH COUNCIL

PHOTOGRAPHY AND FILMING POLICY



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Southwater Parish Council Photography and Filming Policy

1. Introduction

This Policy and Guidance explains what steps need to be taken when the Council obtains images for its own use at events or on council premises, and when films or photographs are taken on council premises by others.

This Policy applies to cameras, mobile phones, smartphones, video cameras, drones and any other equipment that is capable of recording images and/or video.

This Policy and Guidance also seeks to explain what steps Southwater Parish Council can take to protect everyone, including children and vulnerable adults from unwanted photography or filming on council premises and at events organised by us.

Southwater Parish Council is committed to ensuring that all photography and filming activities within its premises or during council-organised events respect the rights of individuals, uphold privacy, and comply with relevant legislations. This policy outlines the guidelines for photography and filming on Southwater Parish Council property, during council meetings and surgeries, and at events organised by the council.

2. Purpose

The purpose of this policy is to:

- Safeguard the privacy and data protection rights of individuals.
- Ensure that all photography and filming activities conducted on Southwater Parish Council premises or at events organised by the council are respectful and in-line with current legal requirements.
- Establish clear procedures for individuals and organisations who wish to engage in photography and filming.

3. This policy applies to:

- All councillors, staff, and contractors.
- Members of the public, including residents, event attendees, and media representatives.
- All photography and filming carried out on Southwater Parish Council-owned or managed property, during council meetings, or at council-organised events.

Southwater Parish Council regularly uses photography and filming for publicity purposes.

The Council will commission images or filming for a few reasons and uses, which may include:

- Printed materials such as newsletters or brochures.
- Display materials, such as banners, flyers and posters.

- To issue to the media alongside press releases.
- To use on the Internet and/or on Southwater Parish Council website.
- To use on social media networks such as Facebook and Instagram, but not limited to these two platforms.

Images are either electronic or in a printed form. Photographs will typically come from the below sources:

- Taken by a member of staff or a councillor.
- Taken by a commissioned freelance photographer; or
- Submitted by a third party, for example a member of staff using their own equipment, or another organisation or members of the public.

4. General Guidelines

4.1 Consent

- All photography and filming of individuals, particularly where they are the focus, should have the individual's consent, in line with the [Data Protection Act 2018](#). Consent should be obtained verbally or in writing where required.
- For public events, attendees may be photographed or filmed as part of general crowd shots. However, where a person or group is singled out in photography or filming, specific consent may be required.
- For minors (under 18 years of age), the consent of a parent or guardian is required before any photography or filming can take place.
- Consent is assumed for adults (18 years of age and over) unless otherwise notified.

4.2 Council Meetings

- Photography and filming at Southwater Parish Council meetings is permitted under the Openness of Local Government Bodies Regulations 2014.
- Filming and photography should not disrupt or interrupt the meeting.
- Any individual or media representative wishing to film or photograph during a Council meeting must inform the Executive Officer prior to the meeting.
- The Chair reserves the right to request the pause or complete stop of filming or photography if it is deemed disruptive or inappropriate and where the meeting is confidential.

4.3 Council Property and Events

- Photography and filming on Southwater Parish Council property or during Council-organised events are allowed, if they comply with this policy.

- Any filming or photography for commercial purposes require prior written approval from the Council.
- All attendees at Council events should be made aware that general photography or filming may occur, and this information should be clearly displayed on signage at event entrances, public materials promoting the event, or within invitations.

5. Media and Press

- Media representatives are welcome to attend Council meetings (unless excluded due to confidential nature of business being transacted) and events but are required to follow the guidelines of this policy.
- Any media representative wishing to take photographs, or film, must notify the Executive Officer (or other member of staff) in advance to obtain permission.

6. Data Protection

- Southwater Parish Council is committed to protecting the personal data of individuals as outlined in the current UK legislation, Data Protection Act 2018.
- Any images or video footage taken that identify individuals must be processed and stored in accordance with the relevant data protection legislation.
- Images or footage of individuals obtained through consent must not be used for any purpose other than the agreed usage unless further consent is obtained.

7. Retention and Use of Images

- Images and videos taken by staff members, a hired photo -and/or videographer or organisations, during events or on Council premises may be used for promotional purposes, such as on the Council's website, social media channels, and/or newsletters. However, clear consent for such use must be sought in advance.
- The Council will store these images and footage only for as long as necessary for their intended purposes and in line with its data retention policy.

8. Copyright

- All images or footage taken by Southwater Parish Council or on behalf of the Council will remain the property of the Council unless otherwise agreed in writing.
- Southwater Parish Council reserves the right to use the material in accordance with the purposes outlined in this policy.
- Unauthorised photography, filming, or misuse of images may result in the Council requesting the deletion of any captured material.

9. Withdrawal of consent

- An individual who has given consent may wish to withdraw that consent at a later date. If consent is withdrawn the individual must be advised that the Council cannot recall any publications or films in which their image appears. However once consent is withdrawn, no further use can be made of that individual's image and/or video footage, and it should be deleted.

10. Review of Policy

This policy will be reviewed as required in response to legal changes or emerging practices in photography and filming. It will otherwise be reviewed every 3-years.