



Use of Images Policy

Reviewed and adopted April 2023
Next review April 2024

Policy Statement

The use of images is a vital tool to communicate the work of our charity to different audiences across different media channels, ensuring our messages are accessible, effective and clear.

However, we recognise that use of another person's image, especially that of a child or young person, is a privilege; as such, we have a responsibility to use that image with transparency, appropriateness and sensitivity.

In this policy, the term image refers to photographs and/or video footage.

Overall Responsibility

We have a duty of care that any use of images must meet safeguarding protocols, GDPR requirements and comply with advertising standards (images count as personal data). We recognise that inappropriate use of images may pose direct and/or indirect risk to a child or young person, especially if an individual can be identified. We seek to minimise risk by adhering to this policy and our Safeguarding Policy, and where appropriate, by meeting the protocol of any other setting involved. We offer any participant:

- The right to be informed as to how the image(s) will be used before they are taken;
- The right to access this personal data on request;
- The right to erasure from all digital channels (where possible) and future print work.

USAGE AND PUBLIC LABELLING

- We will only use images that have the appropriate consents, as detailed below.
- We aim to avoid making any child identifiable by only using a maximum of two pieces of information along with their image: first name and/or age and/or the hospital/school name. (Full name will only be used if expressly agreed with child and family and in exceptional circumstances.)
- We will only use images of children in suitable dress, blurring out identifiers (e.g. hospital ID bands).
- Our website contains a statement regarding copyright and preventing unauthorised copying and use of images contained therein.
- Images that are not Read for Good images and that are in the public domain (such as on social media platforms) will only be reproduced within their original format, eg within the body and context of the original Tweet.

STORAGE

- We avoid storing images that we do not intend to use and aim to delete them promptly.
- We aim not to take images on personal cameras or devices, including mobile phones; where this is unavoidable, images will be deleted from those devices within 48 hours.
- We aim to review all images within four weeks of being taken.

- Images that we keep will be filed electronically and will include reference to the child's name to enable us to marry it up with their Image Consent Form.
- An electronic version (complying with GDPR) and/or a hard copy of the Image Consent Form and attached colour ID image will be kept in a secure folder that conforms to our Privacy Policy.
- The permissions sought by Read for Good enable our contracted suppliers to store on our behalf, but not independently use, the images.

CONSENT

- The Image Consent Form covers use in all types of media including our website, printed matter, on video and in social media (unless otherwise specified).
- Third party use will only be granted where the use directly relates to Read for Good (e.g. funders wanting a Read for Good photo for their website to show their support).
- Any photos without a completed Image Consent Form will be deleted.
- Our Image Consent Form states that consent is in perpetuity but that families can contact us to rescind this at any point and without stating a reason. However, occasionally it will be beyond our control to withdraw footage from programmes already broadcast or materials that are already in circulation.

Read for Good Policies in Practice

- This policy is reviewed on the date shown by the CEO and COO, with any changes approved by the Board of Trustees.
- Overall responsibility for this policy and its implementation lies with the Board of Trustees delegated to the CEO/COO.
- This policy applies to all Read for Good personnel (may include staff, trustees, volunteers, storytellers and freelancers)
- This policy is shared with all relevant personnel in an appropriate way, for example via: induction, team meetings, board reports, website, shared drive.
- Read for Good ensures implementation and compliance of this policy by: making sure staff have appropriate input into the review process, discussion and training, leadership team modelling and reinforcing policy content into day to day work, by trustees showing focus and leadership over policy issues and a regular review process.
- Any service user who believes that this policy is not being followed, should refer to Read for Good's Complaints policy. Internal complaints or concerns about adherence to the policy are handled with regular opportunities for all staff to speak in confidence to their manager, or the CEO or Trustee if the complaint or concern is about their line manager or CEO not adhering to a policy. Staff are encouraged to explain clearly what the lack of adherence relates to. The CEO and the person responsible for the policy have the opportunity to discuss the issue, and establish if it is a systems error, or an individual issue. For a systems error, systems will be improved and updated, and training for all staff will be undertaken. In a case of clear policy breach by an individual, the individual is given an opportunity to correct their error. If the adherence issue is persistent then training and monitoring will be offered and implemented, with reviews at appropriate points. Continued breaches may put the individual at risk of dismissal.

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