



PMACTIVE Photography, Video and Social Media Policy

Purpose

PMACTIVE recognises that photographs and videos can be a positive way of celebrating participation, achievements and activities and promoting the work of the organisation. However, PMACTIVE also recognises its responsibility to protect the privacy, dignity, safety and wellbeing of children and young people.

This policy sets out how PMACTIVE manages photography, video recording and the use of social media and digital images. The safety and welfare of children and young people will always take priority over the use of photographs, videos or promotional material.

Scope

This policy applies to:

- Children and young people attending PMACTIVE activities.
- Parents and carers.
- Staff.
- Volunteers.
- Coaches and mentors.
- Students and placement workers.
- Visitors and partner organisations.
- Anyone taking photographs or videos on behalf of PMACTIVE.

Consent

PMACTIVE will obtain appropriate consent before taking or using photographs or videos of children and young people for promotional, publicity or other agreed purposes.

Photography and video consent will normally be obtained through the PMACTIVE registration form before a child or young person participates in activities.

Where participant information and consent are captured through third-party booking or registration systems, PMACTIVE will ensure that photography and video consent is clearly recorded and that the consent status is followed when taking, using or sharing images. PMACTIVE will ensure that staff and volunteers responsible for photography, communications or social media understand and follow the recorded consent arrangements.

Where a child or young person does not have consent for photography or video, PMACTIVE will take reasonable steps to ensure they are not included in photographs or recordings intended for publication.

Consent may be withdrawn at any time. Requests to withdraw consent should be made to PMACTIVE Management. Where consent is withdrawn, PMACTIVE will take reasonable steps to stop using the image for future publications, where reasonably practicable.

Children and Young People's Views

PMActive recognises that children and young people should be treated with dignity and respect when photographs or videos are taken. Where appropriate, children and young people will be informed that photographs or videos are being taken and what they will be used for. PMActive will consider the age, understanding, communication needs and individual circumstances of the child or young person.

Where a young person expresses that they do not wish to be photographed or recorded, this will be respected wherever reasonably practicable, even where parental/carers consent has been provided.

Taking Photographs and Videos

Photography and video recording undertaken on behalf of PMActive must:

- Be for a legitimate and agreed purpose.
- Be appropriate to the activity.
- Respect the dignity and privacy of children and young people.
- Avoid images that could embarrass, humiliate or place a child or young person at risk.
- Be taken using an authorised device wherever possible.
- Be stored securely.
- Only be shared through authorised PMActive channels.

Images should show children and young people participating appropriately in activities and should not disclose unnecessary personal information.

Staff and Volunteer Responsibilities

All staff and volunteers must follow this policy when taking, accessing, storing or sharing photographs and videos.

Staff and volunteers must:

- Only take photographs or videos where there is an authorised PMActive purpose.
- Check that appropriate consent is in place.
- Store images securely.
- Only share images through authorised PMActive channels.
- Respect children and young people's wishes and privacy.
- Report any concerns immediately to PMActive Management.
- Follow PMActive safeguarding and data protection procedures.

Staff and volunteers must not:

- Take inappropriate photographs or videos of children or young people.
- Take photographs or videos for personal use.
- Store PMActive images unnecessarily on personal devices.
- Share images of children or young people on personal social media accounts.
- Send images to personal contacts.
- Ask children or young people to connect with them through personal social media accounts.
- Use images in a way that has not been authorised by PMActive.

Personal Mobile Phones and Devices

PMAActive recognises that staff may need to use personal mobile phones to take photographs or videos during activities where this is necessary for an authorised PMAActive purpose.

Where staff use a personal device, they must:

- Ensure appropriate photography and video consent is in place before taking images.
- Only take images for an agreed PMAActive purpose.
- Take appropriate care to ensure that children and young people without consent are not photographed.
- Send the photographs or videos to the designated PMAActive Management contact or approved PMAActive storage system as soon as reasonably practicable.
- Delete the photographs or videos from their personal device once they have been transferred securely.
- Not share the images with anyone other than the authorised PMAActive recipient.
- Not use the images for personal purposes or share them on personal social media accounts.

Staff must not retain PMAActive photographs or videos on personal devices once they have been transferred to PMAActive.

If a photograph or video is accidentally taken without the appropriate consent, or is sent to the wrong person, this must be reported to PMAActive Management immediately and the image must be deleted where appropriate.

Volunteers must not use personal devices to photograph or record children and young people unless specifically authorised by PMAActive Management for an agreed purpose.

PMAActive Management will ensure that photographs and videos received from staff are stored securely and managed in accordance with the PMAActive Data Protection, GDPR and Confidentiality Policy.

Social Media

PMAActive may use social media to promote activities, celebrate achievements and communicate information about the organisation. Only authorised PMAActive accounts may be used for official PMAActive social media activity.

Staff and volunteers must not:

- Post photographs or videos of PMAActive children or young people on personal accounts.
- Identify children or young people unnecessarily.
- Share confidential information about children, young people or families.
- Discuss individual children or families online.
- Accept inappropriate personal social media contact from children or young people.
- Use social media to communicate with children or young people through personal accounts.

Any concerns regarding inappropriate online communication must be reported in accordance with PMAActive's safeguarding procedures.

Identifying Children and Young People

PMAActive will avoid publishing unnecessary personal information alongside photographs or videos of children and young people.

Where appropriate, PMAActive may use:

- First names.
- General descriptions of activities.
- Group photographs.

PMAActive will avoid publishing information such as:

- Full names where unnecessary.
- Home addresses.
- Personal contact details.
- School details where this could create a safety risk.
- Other identifying information that is not necessary for the purpose.

Photography by Parents, Carers and Visitors

Parents, carers and visitors may sometimes wish to take photographs or videos at PMAActive activities.

PMAActive may restrict photography or recording where necessary to protect:

- Children and young people.
- Privacy.
- Safeguarding.
- Other families who have not provided consent.

Parents, carers and visitors must not photograph or record other children or young people without appropriate permission. PMAActive may ask individuals to stop taking photographs or recording where there is a safeguarding, privacy or consent concern.

Partner Organisations and External Photographers

Where external photographers, partner organisations or funders wish to photograph or record PMAActive activities, PMAActive will ensure that appropriate arrangements and permissions are in place.

External individuals will be expected to follow PMAActive's safeguarding and data protection requirements.

Where appropriate, PMAActive will confirm:

- The purpose of photography or filming.
- How images will be used.
- Where images will be published.
- How long images will be retained.
- Who will have access to the images.

Safeguarding

Photography and video recording must always be considered in the context of safeguarding.

Staff and volunteers must report any concern where:

- Someone attempts to photograph or record a child without appropriate permission.
- An individual takes inappropriate photographs or videos.
- A child or young person appears distressed or uncomfortable about being photographed.
- Images are shared inappropriately.
- A staff member, volunteer or other adult uses photography or social media inappropriately.
- There is concern that an image could place a child or young person at risk.

Safeguarding concerns will be managed in accordance with PMActive's Safeguarding Children and Young People Policy and Safeguarding Procedures and Reporting Flowchart. Where an allegation or concern relates to a member of staff or volunteer, PMActive's Managing Allegations Against Staff and Volunteers Policy will also apply.

Data Protection and Storage

Photographs and videos that identify an individual are personal data and will be managed in accordance with PMActive's Data Protection, GDPR and Confidentiality Policy.

PMActive will:

- Store images securely.
- Restrict access to authorised individuals.
- Avoid retaining images for longer than necessary.
- Delete or securely dispose of images when they are no longer required.
- Take reasonable steps to prevent unauthorised access or sharing.

Withdrawal of Consent

Parents/carers or young people may withdraw consent for future use of photographs or videos. Requests to withdraw consent should be made to PMActive Management.

Where consent is withdrawn, PMActive will take reasonable steps to ensure the image is not used in future materials. PMActive cannot always control images that have already been published or shared by third parties, but will take reasonable action within its control where concerns are raised.

Data Breaches and Unauthorised Sharing

Any loss, unauthorised access, accidental disclosure or inappropriate sharing of photographs or videos must be reported to PMActive Management immediately.

This may include:

- An image being sent to the wrong person.
- A photograph being posted on an unauthorised social media account.
- Loss or theft of a device containing PMActive images.
- Unauthorised access to stored images.

PMActive will manage the incident in accordance with its Data Protection, GDPR and Confidentiality Policy and safeguarding procedures where appropriate.

Staff and Volunteer Training

PMAActive will ensure that staff and volunteers understand:

- The requirements of this policy.
- Consent and privacy requirements.
- Appropriate use of photography and video.
- Social media expectations.
- Safeguarding responsibilities.
- Data protection and confidentiality requirements.

Additional guidance or training will be provided where necessary.

Complaints and Concerns

Any concerns about photography, video recording or social media use can be raised with PMAActive Management. Where the concern relates to safeguarding, it will be dealt with under PMAActive's safeguarding procedures rather than being treated solely as a complaint.

Complaints will otherwise be managed in accordance with PMAActive's Complaints and Compliments Policy.

Related Policies

This policy should be read alongside:

- Safeguarding Children and Young People Policy.
- Safeguarding Adults Policy.
- Safeguarding Procedures and Reporting Flowchart.
- Managing Allegations Against Staff and Volunteers Policy.
- Data Protection, GDPR and Confidentiality Policy.
- Equality, Diversity, Inclusion and Anti-Discrimination Policy.
- Staff and Volunteer Code of Conduct.
- Staff Induction, Training and Supervision Policy.
- Volunteer Policy.
- Complaints and Compliments Policy.

Policy Review

This policy will be reviewed annually or sooner if there are changes to legislation, safeguarding guidance, organisational structure or working practices.

Policy Reviews:

Policy Written: September 2026