

Trefoil Photographic, video and audio policy**1. Introduction**

Trefoil want to share what we have been doing at meetings and events with other members, prospective members, and the public. However, these may include an individual who is identifiable and as such is classified as personal data.

It's important to protect the dignity and privacy of individuals and comply with GDPR which is part of the Data Protection Act 2018.

2. Notifying our members and gaining permissions

Anyone taking photos, videos or audio recordings needs to consider the **Trefoil Code of Conduct** in respect to complying with all applicable laws as well as treating everyone with respect, dignity, and with due regard to their privacy. **Do not assume that everyone is happy for their image or voice to be shared.**

2.1 Plan ahead

In most cases we know when content will be captured. So, plan well in advance. Some **examples of good practice** are.

- **For guild meetings**
 - at your annual meeting ask your members for permission for photographs to be taken during guild meetings.
 - Don't forget to ask new members and any visitors
 - Keep a record of those who have given permission and any who have declined
- **At events or on holidays** – it is reasonable to assume that photos, videos and audio recordings may be taken but make it clear on any information produced that photos, videos and audio may be taken and published on the Trefoil website, in social media or in **The Trefoil**.

You must be able to demonstrate that all efforts have been taken to communicate that images and recordings may be taken.
- **For speakers, visitors, and entertainment** – when booking or inviting guests to let them know that photos, videos or audio recordings may be taken and get permission and any restrictions to use at that point.
- **Show information:**
 - On application forms
 - At registration or entry points – have signs or ask for permission by adding a permission column on the registration sign in sheet
 - On holidays and longer trips check the wishes of those that you are travelling with in advance

In all cases let members and visitors know what photos, videos or audio recordings will be used for or what they are giving permission for. Is it for local use, the Trefoil website, **The Trefoil**, social media, or something different? If you aren't sure cover all eventualities.

2.2 Legitimate interest

There are some instances where photos, videos, or audio recordings may be used without permission in line with GDPR. See the ICO website for full details

It is Trefoil policy however to always obtain permission unless impractical to do so even when it falls within the grounds of legitimate interest.

2.3 Publishing content and permissions

Any content used should have permissions in place before use. This includes contributions sent to the Trefoil website, PR publications, social media pages, **The Trefoil** and media articles.

The exceptions are where the content is of individuals who cannot be identified, such as in large group photos, where members backs are turned to the camera or if deemed to be in the legitimate interest of Trefoil.

Permissions can be verbal or written however when submitting content for publishing additional details may be required:

- Who took the photo, video or audio
- A description and some background to the activity or event
- The details of the guild, county, country or region
- The details of who is included, ideally with membership number and name but otherwise the members name and guild
- Confirmation that permissions has been obtained, and
- The date the photograph or recording was taken, and permissions received.

3. Press, television, and media coverage

Media involvement may relate to a "good news story" or could relate to other issues in your area.

If the media interest is anything other than positive local promotion of people or events, contact the Trefoil office, the national chair or national communications and engagement adviser for advice in handling press queries or content. See also the section on handling the media in the Trefoil handbook.

The media will usually request names and ages of individuals. Explicit permission must be obtained before giving information to the press. Ideally, use general information instead of individuals details such as "members from the Town Trefoil guild".

Home addresses, contact emails and phone numbers should not be disclosed or given for publishing unless consented by that individual.

4. Children

Trefoil is an adult organisation however on occasions children will attend Trefoil meetings or events, or Trefoil members will attend events with children.

Explicit permission must be obtained from the child's parent or guardian if using photos, videos, or audio recordings. In the case of Guiding or Scout groups always seek advice as to whether approval for images or audio are in place and ask for confirmation in writing.

Ideally use non identifiable content, that is where children have their backs to the camera. Never use children's names or personal details.

If in doubt do not use children's images as there may be safeguarding reasons which could put a child at risk.

5. Refused permission

Permission to use photos, videos, or audio may be refused. Make sure that your nominated photographer or recordist is aware and have a plan to manage the situation, taking care not to exclude or draw attention to the member concerned.

If permission is declined after photos or recordings have been taken, make sure that all identifiable content of that individual is removed from digital files and folders and is not published in any media.

6. Withdrawn permission

Members have the right under GDPR to withdraw permission and all efforts should be taken to minimise the impact to that individual by:

- Removing any content featuring that individual from files and folders.
- Removing any content on social media and the website
- If the content has been sent to **The Trefoil** and the magazine has not gone to print it should be withdrawn.
- Informing the individual if content has already been distributed or published in **The Trefoil**, PR publications or media cannot be withdrawn.

7. Process for managing photographs, videos, and audio recordings

Under GDPR, all members have a right to know what personal information is held about them and have a right to withdraw permission to use any photos, videos or audio recording. Countries, regions, and guilds all need a simple process to find and delete records if needed.

- Keep a simple log of content taken
- Sort your content into folders with relevant names, such annual meeting 2024 and label each image so that you can easily identify it

- Retain permission details with the details
- Delete any photos, videos or recordings which are not required or for which you have no permission to use.
- Delete anything where permission has been withdrawn
- **Only retain content for as long as it's needed – refer to the data retention framework and policy for details**
- Agree annually at your executive meeting who holds the photos, videos and recordings and their permissions and make sure that any content is passed on when their role ends

Photos, videos and audio recordings are person identifiable data which need to be kept securely on devices, protected with a strong password.

Trefoil provide templates for recording permissions and logging images and recordings which can be downloaded from the Trefoil website.

8. Summary

Taking, managing, and getting permission to take photos, videos and audio recordings can seem daunting but don't be put off.

- Treat everyone's personal data and their rights under GDPR with dignity and respect
- Plan ahead so that everyone is aware that photos, videos or recordings may be taken
- Get permissions as early as possible
- Don't keep anything that you aren't going to use, or you don't have permission to use
- Make sure that you store images or recordings securely
- Make sure that you can find images or recordings if needed when a GDPR request is raised.

© The Trefoil Guild
17-19 Buckingham Palace Road
London
SW1W 0PT

Author: Chair finance and general purposes
Version: 2
Date: April 2024
Review Date: April 2027