



**Confederation**  
of School Trusts

## **Photography Policy**

### **Policy Scope**

The Confederation of School Trusts (the Group) and all its subsidiaries are the Data Controllers for the purposes of the EU/UK General Data Protection Regulation (GDPR).

The Group includes:

- Confederation of School Trusts (Company number 05303883)
- CST Professional Development Limited (Company number 10354936)

### **Policy Objectives**

The Group always aims to comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018 when storing and processing imagery, including analogue and digital photographs and video.

The Group and its related organisations use imagery in a number of ways, including:

- To illustrate publications, guidance papers, blogs, and other similar material in printed and digital forms.
- To illustrate our website, social media, and other promotional channels.
- To illustrate media releases and related material for onward publication by the media and partners.

In line with guidance from the Information Commissioner's Office, in most cases the legal basis for storing and processing imagery under GDPR will be 'legitimate interest'. This is because the Group has a legitimate interest to:

- Advocate for, support, and connect our members.
- Work for the promotion and benefit of education generally in furtherance of our charitable aims.
- Market and promote our professional development, conference, consultancy and related services.



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### **Imagery created by or on behalf of the Group**

At all events hosted by an entity of the Group, all guests are informed that imagery may be collected during the event, including photos and/or videos, as part of the booking application/process. On entry into the event a sign will also be displayed at the entrances, highlighting imagery may be taken.

Where badges or lanyards are worn in the events by guests, information held on these will be obscured/ redacted prior to publication of any imagery.

Any photos and/or videos taken will be taken by staff of the Group or a contracted third party, at the discretion of the Group. The below sections highlight what imagery will be used for by the Group.

If individuals specifically wish not to have photos/ videos taken they must inform the Group in advance of the Event to enable the Group to allocate a "flagged" identification badge – which will highlight imagery cannot be taken.

It will not normally be necessary to gain individual consent.

### **Imagery uses**

The Group may use the imagery for both online and offline marketing, social networking, press releases, and it maybe printed publicly and published on the Group Website, to illustrate and promote our services.

All images will be stored securely, not kept for longer than needed, and will be deleted upon request (please see Requests to discontinue use of imagery Section below).

Images taken will not be shared with anyone outside of the Group or with selected third parties contracted/ hired as part of the event or future promotions.

### **Imagery of individuals and posed groups**

This imagery will predominantly be stored and processed on the basis of legitimate interest. When taking photos, those pictured should be made aware that imagery may be used by the Group both online and offline to illustrate and promote our services.



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### **Imagery of crowds or groups**

Where imagery features multiple people, such as a crowd shot at a conference or event, and where an individual is not identifiable or their appearance is incidental detail to the topic of the imagery, then this does not constitute personal data and is not covered by GDPR. This is because the imagery is not being processed to record, learn or decide something about the individuals.

If imagery is taken at a conference with the intention of recording the attendance of the specific individuals depicted, this would constitute personal data. In this case, the legal basis for processing is legitimate interest.

It is good practice in either situation to give those who may be depicted, the option to opt out, for example by:

- The photographer alerting people in the foreground and giving them the opportunity to move out of frame.
- Notifying attendees in advance that imagery will be captured at an event for promotional purposes, for example on a registration form or in joining information.
- Notifying attendees at the time through programmes, verbal welcomes, and posters at entrances.
- Notifying speakers in advance, for example in booking confirmations.

### **Imagery of children**

Particular care must be taken when capturing imagery of children. Imagery will still be processed on the basis of legitimate interest, but the Group have decided to ensure written opt-in consent is obtained in advance of the event by their parent or carer and additional attention should be paid to ensuring that children, their parent or carer understand how the imagery may be used. This may include using appropriate wording in any notifications. As a guideline children aged 13 or over may be regarded as having capacity to decide for themselves on whether to opt in, although this will depend on the individual, however the Group have decided that all school students must obtain written opt-in consent from a parent or carer.

When captioning or referring to imagery of children, those depicted should only normally be identified by their first name. There may be exceptions to this, for example where a specific child's achievements are being celebrated; it is good practice in this instance to seek permission from the child or their parent or carer for the use of a full name or other details.



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Particular care should be taken when illustrating sensitive or negative issues not to use imagery out of context or in ways that might impact negatively on the child's welfare.

### **Imagery supplied by third parties for the Group use**

The Group may use images supplied by third parties, including member organisations, partners, and commercial image libraries.

Care should be taken to abide by any data processing, copyright, or other obligations relating to this material.

### **Media use**

Media may be invited to the Group events as part of our work to promote and advocate for our members. This may include taking photography and video of events. The Group may also supply its own imagery to media and partners.

Where the media is invited directly, the Group will make efforts to notify speakers and delegates that they may be recorded in line with the steps outlined above for the Group imagery.

### **Requests to discontinue use of imagery**

Individuals may request that the Group discontinues the use of imagery or material featuring their likeness. As imagery will be processed predominantly on a legitimate interests basis, the Group will not be required to immediately remove or withdraw existing material that makes use of such imagery.

However, the Group recognises the need to recognise individual's preferences and will, wherever practicable, remove imagery used in digital materials that can be refreshed without significant cost. It will also not use the imagery in the production of future material.

### **Compliance**

Exceptions to this policy must be approved by the Chief Operating Officer in writing.

All breaches of this policy, actual or suspected must be reported to your line manager initially. In certain cases, the incident may be raised with the IT department and the Information Security Team who will ensure it is investigated. Breaches of this policy may be considered as gross misconduct, and in certain cases lead to termination of employment and/or legal action/prosecution.