



PHOTOGRAPHY, FILM, AUDIO POLICY & CONSENT FORMS

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CONTENTS

INTRODUCTION	3
RETENTION AND ERASURE	4
THE ROLE OF THE SCHOOL/GROUP	4
FARMER HOSTS / TEACHERS (and other adults)	5
POLICY DATE AND RENEWAL	6
 PHOTOGRAPHY FILM AND AUDIO CONSENT FORM - SCHOOLS / GROUPS / CHILD	 Appendix 1
 PHOTOGRAPHY FILM AND AUDIO CONSENT FORM - OTHER PARTICIPATING ADULTS (i.e FARMER HOSTS)	 Appendix 2



INTRODUCTION

The Country Trust works with children and families as part of its activities. These include, but are not exclusive to: Farm Discovery, Food Discovery, Farm in a Box programmes, Residential visits, and the Soil Health programme, Plant Your Pants. The purpose of this policy statement is to:

- protect children and young people who take part in The Country Trust's services, events and activities, where photographs, videos and other media may be taken or where live streaming may take place.
- set out the overarching principles that guide our approach to photographs/videos/audio/ being taken of children and young people during our events and activities.
- to ensure that we operate in line with our values and within the law when creating, using and sharing images, film or audio of children and young people.

We recognise that:

- sharing photographs, films and other media of our activities can help us celebrate the successes and achievements of our children and young people, provide a record [and evidence] of our activities [for our funders] and raise awareness of our organisation.
- the welfare of the children and young people taking part in our activities is paramount.
- parents and carers have a right to decide whether their child's image or voice are recorded and how these may be used, regardless of age, disability, gender, race, religion or belief, sex or sexual orientation.
- consent is freely given and parents/carers/legal guardians have the right to request removal of any recording of their child held by The Country Trust.
- consent to take images or audio recording of children is only meaningful when children, their teachers, parents and carers understand how the images will be used and stored and are fully aware of the potential risks associated with the use and distribution of these images.
- there are risks associated with sharing images of children online.
- The Country Trust cannot prevent and is not responsible for any sharing and/or manipulation of images (AI) by third parties.

This Policy applies to all staff, volunteers, Board members and others associated with The Country Trust and applies to all photographs, film or audio taken of children and adults by digital camera, mobile phone, tablets or any other devices. For this policy, the terms "child" or "children" include anyone under the age of 18 years. Whilst the great majority of images taken of children are appropriate and are taken in good faith, it is a fact that images can be misused, and children can be put at risk.

To set out such procedures, this Policy has been prepared by The Country Trust and should be read in conjunction with the [Safeguarding Policy](#). It does not apply to images that are not identifiable such as children's hands, feet or other areas which do not show children's faces or unique characteristics.

We are particularly concerned that the following can impact child welfare:

- a. The use, adaptation, or copying of inappropriate imagery or audio, digitally, on the internet or in print.
- b. The possible identification of a child when an image is accompanied by significant personal information, which can lead to the child being 'groomed'.
- c. The identification and locating of children where there are safeguarding concerns. Such cases would include, for example, children who could be compromised by an image because:
 - They are in the care of the local authority.
 - There are restrictions on their contact with one parent following a parental separation.
 - They are a witness in criminal proceedings.

The Country Trust will not:

1. Share a child's surname or any identifying information in photographic or audio content.
Note: Some schools/groups will present the children in branded hi-vis or other clothing, we will automatically assume that this has been considered by the school/group and is not the responsibility of The Country Trust.
2. Live stream with children in their home environment.
3. Connect directly with any children that take part in our programmes. Any communication around consent will always be through the school or organisation.
4. Use disposable cameras to take images.

RETENTION AND ERASURE

The Country Trust acknowledges the importance of processes around retention, storage and erasure in successfully implementing this policy.

In most instances images, film and audio will be retained for three years*, and at that point will be archived or erased. In some circumstances there may be a business need to retain photographs, film and audio for a longer period, such as evidence for a specific funder.

*Retention period: End of the calendar year, three years following the original date of creation.

Note: Whilst content will be removed from our servers, if an image, film or audio recording has been used on social media, or in reports, they will remain unless there is a specific request for it to be removed. In addition, The Country Trust cannot prevent any continued use by third parties.

Note: Images taken before August 31st 2024 will be used in accordance with our previous [photographic policy](#) for which consent was given.

APPROVAL OF IMAGES, FILM, AUDIO & WITHDRAWAL OF CONSENT



Country Trust

[As part of our procedures](#), teachers/leaders will be required to approve the images, footage or audio and links to media will be sent via email. Unless otherwise stated, teachers/leaders will have up to 30 days to approve or reject some, or all, of the media captured. Following 30 days, the media will be deleted from our servers.

Withdrawal of consent or a request for erasure of images, film or audio should be made in writing and sent to the Business Operations Manager, who will confirm that the specified images have been erased.

Contact: info@countrytrust.org.uk

THE ROLE OF THE SCHOOL/GROUP

Photography / filmmaking / audio and other media at Country Trust activities are subject to our school/group or adult consent forms. It is the responsibility of our participating schools/groups to collate parental (including guardians) consent for any photos / films / audio to be taken and to identify those children who do not have parental / guardian consent. It is also the participating schools / group's responsibility to notify The Country Trust of any supporting adults from the school / group that do not wish for their photo to be taken.

In any approved use of images / film / audio, The Country Trust will never name individual children, but may name the school/group featured in the photographs. The Country Trust will never use images which show children inappropriately dressed, even inadvertently, or when they are distressed.

Where permission to take photographs / film / audio has been gained from the school/group, our preference is for the teacher to take pictures on the school's / group's devices. Where this isn't possible or practical, permission will be obtained from the school/group, either in advance or from the lead teacher / group leader on the day for the trained Country Trust team member to use their own device. Further information about The Country Trust's film, photographic and audio processes [can be found here](#).

FARMER HOSTS / TEACHERS (adults)

This Policy also extends to photographs / film / audio taken of Farmer Hosts / teachers or other adults associated with The Country Trust. The Trust will always seek consent from the adult in advance of any photos, film or audio being recorded. Consent can be provided either orally (recorded) or written, i.e. email or through a completed consent form. Consent is only meaningful if the adult is clear on how the image / recording will be used, by whom and the process for withdrawing their consent.



POLICY DATE

This policy was agreed and disseminated on 18th June 2024 and will be reviewed every 3 years or when there are substantial organisational changes.

Signed on behalf of the Trustees of The Country Trust

Anne Bufton-McCoy and Andrew Stafford

Chair of the Trustees

Dated: 18th June 2024

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APPENDIX 1: PHOTOGRAPHY, FILM, AUDIO CONSENT FORM

SCHOOLS / GROUPS / CHILD

In accordance with The Country Trust's Photography, Film and Audio Policy, the capture of images (still or moving) or audio of young people (under the age of 18) will not be taken without written consent.

It is the teacher's / leader's responsibility to identify any children and supporting adults for whom consent has not been obtained or given. Children without consent will be identified by wearing a badge, sticker, lanyard or other options which can be easily seen.

Date:	
School Name:	
Teacher / Leader Name & Email:	
Name of Class/Group or Child:	
Local Authority:	
Country Trust Coordinator name:	
Name of photographer / filmmaker:	
(Optional) Partner / funder associated with this activity	To be completed by the Coordinator / CT representative

Photographs, film and audio of our participants and activities are vital in showing the impact of our work. By ticking the box and signing this form, you give:

- consent to The Country Trust, our funders and associated partners, to use approved images, footage or audio of children from the above school / class / group for use online or in print media across our platforms and external press i.e. PR, radio, television.
- consent to The Country Trust and associated partners to use quotes from participants to evidence the impact of its programmes in all media.
- consent that you have received parental (including guardians') consent in respect of all children as may be required under GDPR.

Images will be deleted from our database after 3 years (end of calendar year). You can contact The Country Trust via the details at the bottom of this form asking us to stop using these images at any time. If you request this, the content will not be used in any future materials. Please note that it may continue to appear in publications that are already in circulation. For further information, please visit: www.countrytrust.org.uk/about-us/safeguarding-and-policies/

Please tick as appropriate [opt in]

[] I hereby consent to photos / film / audio of children from the above school / class / group for the uses above and confirm that I have received parental (including guardians') consent in respect of all children as may be required under GDPR.

Signature of teacher / leader:	
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ADULTS

Your name:		Date:	
Location:			
Country Trust Coordinator or lead contact name:			
Name of photographer / filmmaker:			
(Optional) Partner / funder associated with this activity	To be completed by the Coordinator / CT representative		

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www.countrytrust.org.uk/about-us/safeguarding-and-policies/

Please tick as appropriate [opt in]

[] I hereby consent to photos / film / audio for the uses outlined above.

Signature	
Address	