

UFA Photography and Video policy

This guide applies to images used by the UFA and its subsidiary, Top Tutors.

Policy statement

It is UFA's policy that where we are planning to use an image (photograph or video film) for materials in the public domain, consent must be obtained by the appropriate person as set out in the following consent form.

The purpose of the consent form is:

- To provide information for the person giving consent so they can make an informed decision.
- To be clear about which areas of work the consent applies to.

Where possible the consent form should be completed in the presence of someone who understands the form and can answer questions about it.

The consent form must be completed before the photography/video filming takes place.

Why does UFA need images?

UFA relies on funding to finance projects for thousands of children, young people and their families throughout the UK. We need to take new photographs and video film to help promote our work.

UFA is asking for volunteers to appear in publicity material to help raise awareness of our projects and programmes. Your images will help us continue to provide services for schools and organisations.

The UFA, as well as its subsidiary Top Tutors, also needs images to provide tutors and members of staff who work in the field with ID cards for safeguarding purposes

Who should read this form?

Those asked to give consent, including children and young people, parents, legal guardians, UFA staff and volunteers.

How are the images used?

We use images in a range of materials to promote UFA as a whole and also to illustrate particular areas of our work. This includes (but is not limited to) advertisements and other publicity materials such as leaflets, brochures and posters, direct mail, books, newspapers, magazine articles, television programmes and publications for the Internet. Images are also used on ID cards. Individuals in the images will never be named (unless specifically consented to, e.g. case studies).

How long does consent last?

Consent continues with no time limit. However, the majority of images are used for five years. Unless deemed appropriate for archiving, the images will then be safely erased.

Image consent can be changed or withdrawn at any time by notifying UFA's Data Protection Officer (DPO) in writing. We cannot withdraw images already published.

UFA's DPO can provide further details if needed.

Who can give consent?

It is good practice to involve children and young people in the consent process of their images.

- Young people under 18 years old – A signature of the parent/legal guardian must be obtained.*
- Children who are 12 years old or under – Inform them how their images may be used. Be responsive to the child's feelings and respect their wishes.
- Young people who are 12-18 and who have a sufficient understanding of the consent process and its implications may sign the consent form in addition to the parent/legal guardian.

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Registered Charity Number: 1061308

- Young people who are 18 years old and older, who understand the consent process, can sign for themselves.
- People who are 18 years old and older and have insufficient understanding of the consent process – The consent form needs to be signed by a parent/legal guardian. Try to engage the young person in the process, be responsive to their feelings and respect their wishes.

*For young people who are 16 to 17 years old and are estranged from their parents/legal guardian, a project worker may countersign the consent form provided that they are satisfied that the young person has understood the consent process.

Who keeps the consent forms and images within UFA?

All images will be taken using authorised devices belonging to the organisation or third party organisations employed by us. They will not at any point be stored on any personal and/or unencrypted devices. All images (and consent forms) will be stored on the following platforms:

- Images of core staff/adults and young people on UFA programmes will be held centrally, on the UFA's archive. The line manager/ programme lead will name and store these in the appropriate location.
- Images of private tutors will be held on their individual record on the Top Tutors database.
- Images of seasonal or associate staff, will be stored on their individual record on our Salesforce database by the programme/ line manager.