

# Data Protection – Use of Images

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## Photography and Filming Guidelines for Events or Publicity

Please follow the guidelines below when photographing/filming events or creating materials intended to be published (whether online or in another format) for any reason. The guidelines differ depending on the type of audience involved.

### Photographing and filming individuals

If you would like to photograph/film an individual, you must inform them about how you would like them to be involved and explain the purpose of the photo/film. They must provide their consent in writing, using the consent forms attached, which must be kept as a record for 7 years. There are two different types of consent forms for different audiences:

- When photographing/filming people aged 18 or over, you must ask them to sign the standard photography release form (Appendix 1).
- When photographing/filming people/children aged under 18 (i.e. minors), you must ask their parents/guardians to sign the minor’s photography release form (Appendix 2).

### Photographing/Filming Crowd Shots

If you are photographing/filming a crowd shot without focus on any particular individual, then it may not be possible to obtain written permission from all of the people in the shot. However you must still inform those people that photography/filming is taking place, clarify the purpose of the photos/film, explain they can object to being included in any images and provide details of who to contact, including a telephone extension number and e-mail address if they do not wish to be included in the photos/film.

The crowd should be informed by explaining the information below and displaying notices similar to the ones attached at Appendix 3 in prominent places at every venue at which photography/filming is taking place.

“Please be aware this event is being photographed/filmed by the University of Huddersfield for ..... Unless you tell us otherwise we will presume you are happy to be photographed/filmed. If you wish to be excluded from this please contact ..... or make your wishes known to the event organiser.”

This may prove not to be manageable due to the number of people that may be involved (e.g. at a large event or where there are people passing through the space), which could lead to editing issue later if individuals were to object to their image being used. If this is the case, then an area that will not be in shot at any time could be identified which could be occupied/used by those that do not wish to be filmed. Please refer to the alternative notices at Appendix 4 that can be used in these circumstances.

Version:	1: 2016
Owner(s):	University Secretary's Office
Approved by/Date:	DPO
Date of Review	2018

## **Photographing/Filming VIPs**

If a VIP who you would like to photograph/film is attending the event or you are wishing to photograph/film the VIP in connection with an interview, public lecture or similar occasion, then depending on the context, you may only need to gain verbal consent rather than written. However you must still ask for their permission to be photographed/filmed, including making them aware of the purpose and how the image is intended to be used. You must also make and keep a record of the information that was provided to the VIP about the use and purpose of the photo/film and the fact they have given verbal consent. If you have any queries about whether written or verbal consent is required in a particular case, please contact the school marketing team.

## **Photographing/Filming School children and FE students**

If the event you are photographing/filming involves school children or FE students, the school/college may be able to give consent on behalf of the children's/students' parents, provided that the event/activity you are photographing/filming is considered to be school/college related.

## **Requests from external bodies to film on University premises**

If you receive a request from any external bodies, whether that be a TV or film company, local authority or any other organisation to film on University premises, then please contact Central Marketing.

Version:	1: 2016
Owner(s):	University Secretary's Office
Approved by/Date:	DPO
Date of Review	2018

# Appendix 1 – Standard Release Form for use of personal images and data



## Standard Release Form for use of personal images and data

I \_\_\_\_\_ do hereby give (The University of Huddersfield) and its assigns, licensees and legal representatives the irrevocable right to use my picture, portrait, photograph or video footage in all forms of media and in all manner, including electronic media and/or composite representations, for advertising, trade or any lawful purposes.

I understand that the photographs, video footage and/or personal data may be used in any University of Huddersfield publicity, for instance and without limitation: publicity brochures (e.g. Higher Education prospectus), newspaper editorials, newspaper advertisements, leaflets, fliers, websites, social media sites (e.g. Facebook, blogs etc., Twitter or YouTube) CDs, email campaigns and other e-marketing activity, presentations to schools and sixth form colleges, poster sites and bus sides. Such publicity shall include publicity for joint ventures and other partnerships in which the University is engaged. I waive any right to inspect or approve the finished product, including written copy or online content that may be created in connection therewith.

I \_\_\_\_\_ hereby give my explicit consent to the University of Huddersfield and its assigns licensees and legal representatives to process my personal data for use in the University of Huddersfield literature, website and publicity specified above. The personal data used may cover my name, geographical place of origin, examination history, work history, ambitions, hobbies and age.

I am the age of majority in the legal jurisdiction applicable to this agreement. I have read this release and fully understand its contents. I am aware that I have the right to ask for my image to be removed from the University's records and, after such request, the University will not use it in any new material.

**Signed:** \_\_\_\_\_

**Address:**  
\_\_\_\_\_  
\_\_\_\_\_

Version:	1: 2016
Owner(s):	University Secretary's Office
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## Appendix 2 – Standard Release Form for use of personal images and data - children



### Standard Release Form For Use Of Personal Images And Data relating to

.....

.....  
(insert name(s) of child(ren))

I \_\_\_\_\_ do hereby give \_\_\_\_\_ (The University of Huddersfield) and its assigns, licensees and legal representatives the irrevocable right) to use my child's/children's picture, portrait, or photograph in all forms of media and in all manner, including electronic media and/or composite representations, for advertising, trade, or any lawful purposes. I understand that the photographs and/or personal data may be used in any University of Huddersfield publicity, for instance and without limitation: publicity brochures (e.g. Higher Education prospectus), newspaper editorials, newspaper advertisements, leaflets, fliers, presentations to schools and sixth form colleges, poster sites, and bus sides. I waive any right to inspect or approve the finished product, including written copy that may be created in connection therewith.

I \_\_\_\_\_ hereby give my explicit consent to The University of Huddersfield to process my child's/children's personal data for use in the University of Huddersfield literature and publicity, specified above. The personal data to be used may cover my child's/children's name(s), geographical place of origin, hobbies, age and family information but I understand this list is not exhaustive.

I am the age of majority in the legal jurisdiction applicable to this agreement. I have read this release and fully understand its contents. I am aware that I have the right to ask for my child's/children's image(s) to be removed from the University's records and, after such request the University will not use it/them in any new material.

Signed: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Release forms will be kept for 7 years from last use. 'Last use' refers to the date on which the image/publication is last used.

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**This event is being  
photographed for  
use by the  
University of  
Huddersfield.**

**If you wish to be  
excluded from the  
photos please  
contact**



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**This event is being  
filmed for use by the  
University of  
Huddersfield.**

**If you wish to be  
excluded from the  
film please contact**

.....

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**This event is being  
filmed for use by the  
University of  
Huddersfield.**

**If you wish to be  
excluded from the  
film please keep to  
the areas marked as  
being out of shot.**

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