



The **Daffodil** Project CIC

Media & Photography Consent Procedure

Contents

1. Purpose of the Procedure
 2. Scope
 3. Legal Framework
 4. Principles for Capturing and Using Images
 5. Consent Requirements
 6. Managing Consent
 7. Photography During Events and Activities
 8. Storage and Security of Media
 9. Use of Images on Social Media and Publications
 10. Withdrawing Consent
 11. Monitoring & Review
-

1. Purpose of the Procedure

The Daffodil Project CIC values the power of photography and media to celebrate achievement, promote activities, and engage the wider community. However, we recognise the importance of **protecting the identity, privacy, and dignity** of all individuals—especially children and vulnerable adults.

This procedure ensures that **all images, videos, and media are captured and used safely**, legally, and with full informed consent.

2. Scope

This procedure applies to:

- All staff, volunteers, and visitors taking or using photographs or video
 - All service users, including children and vulnerable adults
 - Any use of media for **promotional, fundraising, educational, or archival purposes**
-

3. Legal Framework

This procedure aligns with:

- **UK General Data Protection Regulation (UK GDPR)**
 - **Data Protection Act 2018**
 - **Children Act 1989 & 2004**
 - **Safeguarding best practices and charity marketing guidance**
-

4. Principles for Capturing and Using Images

- All images must be **appropriate, respectful, and positive**
 - Children must be **fully clothed and never posed in a way that could be interpreted as exploitative or unsafe**
 - Images must not be used to **name or identify** children without explicit written consent
 - No media will be taken in **toilets, changing areas, or medical spaces**
-

5. Consent Requirements

- **Written consent** must be obtained before any photographs or video are taken or used
- Consent must be given by:
 - The parent/carer of a child under 18
 - The young person themselves (if aged 13+ and able to give informed consent)
 - The adult involved, or their legal representative (if vulnerable)
- Consent will specify:
 - Type of media
 - Intended use (e.g. social media, website, printed materials)

- Duration of use
-

6. Managing Consent

- A **Media & Photography Consent Form** will be completed for each individual
 - Consent preferences will be **recorded and stored securely**
 - Staff must **check the consent list before taking or using any images**
 - Individuals must never be photographed or filmed if consent has not been confirmed
-

7. Photography During Events and Activities

- Parents and carers may be allowed to take photos **at events**, but only with prior notice and permission
 - Visitors must be **reminded not to share images of other children** on social media
 - A sign will be displayed at events stating whether photography is allowed
 - Event photographers (staff or professional) must wear **visible ID badges**
-

8. Storage and Security of Media

- Digital files must be stored in **password-protected folders or cloud platforms**
 - Printed images must be stored in **locked cabinets**
 - Access to image folders will be limited to **authorised staff only**
 - Images will be retained for **no longer than necessary** and deleted in line with our retention policy
-

9. Use of Images on Social Media and Publications

- Only staff **authorised by the Director** may post images online
 - Images will not include full names or identifying details unless explicitly agreed
 - All use will be in line with the consent given
 - Credit will be given for professional or donated photography where appropriate
-

10. Withdrawing Consent

- Individuals (or parents/carers) have the **right to withdraw consent at any time**
- Upon withdrawal:
 - The image(s) will be removed from future use
 - Where possible, they will be deleted from current media (e.g. social posts or websites)

Requests to withdraw consent should be made in writing to:

✉ office@thedaffodilproject.co.uk

11. Monitoring & Review

- Consent records will be reviewed **annually or upon renewal of services**
- This procedure will be **reviewed every 12 months** or in response to changes in legislation or guidance

Signed:

Magdalena Van De Voort



Director, The Daffodil Project CIC

Date: January 2026