

Council photography and video usage protocol

1. Introduction

This protocol outlines how the Royal Borough of Kensington and Chelsea “the Council” captures, stores, and uses photography and video footage in its publicity and communication efforts. It aims to inform employees, temporary staff, contractors, elected members and third parties working on behalf of the Council of the appropriate procedures to ensure that these images are used for their intended purpose, subject to consent and legal requirements. The **consent form** is to be read in conjunction with this protocol.

These materials may be used to:

- Demonstrate delivery of services
- Promote community engagement
- Explain how public funds are used
- Publicise events and activities

Photos and videos may appear on:

- The Council’s website
- Social media channels
(e.g. Facebook, Instagram, X, LinkedIn, TikTok, Nextdoor)
- Enewsletters
- Printed and online Council publications and reports
- Local or national media (if appropriate and permitted)

For clarity 

‘Photography’ refers to both still images and video recordings throughout this document.



2. Permissions and consent

2.1 When consent is required

Consent is required where:

- Individuals are clearly identifiable
- The image is used for publicity or marketing
- The person is the subject or prominent in the image

Consent is not required when:

- Individuals are incidental in the background
- The event is public, and people would reasonably expect to be photographed
- It is justified under legitimate interest, public task, or journalistic exemption under the Data Protection Act 2018



2.2 Methods of consent

Consent can be provided through:

- A digital consent form
- A printed consent form
- An event sign-up form that includes a photo permission clause
- A group consent form signed by an authorised representative (e.g. teacher or group leader)

2.3 Obtaining consent

For individuals under the age of 16:



Consent must be provided by a **parent or legal guardian** before any image, photograph, or video can be used.

For individuals aged 16 and over:

You may provide your own consent, **provided that:**

- The information provided on the form is written in **plain English**, suitable for a child to understand.
- You are able to **understand what you are consenting to**, including how your image may be used and shared.

2.4 What consent covers

By providing consent, individuals agree that:

- The Council may use their image in its publications, social media, website, and external media (as stated on the signed consent form).
- Their image may be stored securely for up to four years after which it will be deleted.
- They can withdraw consent at any time by contacting the Council and the image will be deleted from where it is stored.

Consent does not mean the image will appear on all channels, and the Council cannot guarantee removal once images are published on social media or in print.

Failure to provide consent does not mean the child cannot take part in the event or activity, just that the Council will ensure their images are not used.

The Council and any commissioned photographers will avoid any full face and body shots of children in activities where there is a high risk of the image being misused.

3. Use of commissioned photography

Professional photographers commissioned by the Council must:

- Comply with this protocol
- Obtain or assist in securing consent
- Deliver images in digital formats

4. Photo use, copyright and legal considerations

- The Council will only use images it owns, has licensed, or has consent to use.
- Photos taken and posted by the Council on its official social media accounts (Facebook, Instagram, X, TikTok, LinkedIn Nextdoor) are owned by the Council, which controls their use and may remove images if necessary.



- Please be aware that by participating in Council events, your image may be captured and posted online. Once posted on social media platforms, these photos are subject to the platform's terms, which may allow the platform and its partners to use or share the images beyond the Council's direct control.
- If you have any concerns about the use of your image, please contact the Council directly.

5. Data security

- All images and consent forms are stored on Council systems in line with ISO 27001 security standards. In addition, our Provider, Asset Bank provides a Digital Asset Management (DAM) designed to help the organisation manage, protect, and share its digital content efficiently.
- The Council also has an infrastructure team to monitor system performance, and ensure security controls are implemented and updated. These systems provide a measure of assurance needed to protect the storage, access and use of medial data, including the images you provide to the Council.

6. Data retention and deletion

- Images of people will be retained for no more than four years, or until no longer required.
- Images may be deleted sooner if consent is withdrawn.
- Requests for deletion or withdrawal of consent can be made by contacting the Council's communications team at commsteam@rbkc.gov.uk
Applicants will need to provide location details to assist in the withdrawal process.
- A record of consent and withdrawal requests will be kept by the Communications team along with the related image.

Please note: Once published in printed material or shared with external parties such as newspapers or published on the world wide web, the Council cannot guarantee deletion or removal. We will of course remove any images for which we retain control where consent is withdrawn and ensure they are not used again.

7. Sharing images

The Council may share images:

- With trusted public sector partners
- With local/national media, if covered by consent
- To law enforcement or statutory bodies, in accordance with DPA 2018

Images will not be provided for general public use or unknown future media purposes.

Note for parents:

- For parents/carers who attend Council-run events and wish to take photos and more importantly share these of children not under your parental or guardianship control, you will need the permission of their parents and guardians to do so.
- Parents/guardians should also ensure privacy settings on social media are checked to ensure the images remain private.

8. Captioning and identification

- Children will not be named without good reason and parental consent
- Contact information will never be shared publicly unless the subject specifically requests it

9. Use of stock images

- The Council may use licensed stock images where all subjects have consented to unrestricted use
- Images will be selected from reputable sources (e.g. iStock)

10. Access to images

Digital copies may be provided:

- To the person in the photo
- To a group representative, if it supports the original intended use
- Following a legitimate request (e.g. a Subject Access Request)

For group photos

Images may be cropped or blurred before sharing to protect the identities of other individuals.



Contact

For enquiries, withdrawal of consent, or image access/removal:

Communications team

 commsteam@rbkc.gov.uk

For concerns about personal data:

Data protection officer

 DPO@RBKC.gov.uk

