







## Consent from individuals to the taking and use of photographs

In order to protect the council against any action for breach of the Data Protection Act, the written permission of those in the photographs must be obtained. They must also consent to the use of photographs and for the use of video footage. This applies to photos of individuals and small groups, rather than large crowd shots.

Please ensure that if you organise photographs on behalf of the council you use the council's official consent form. The council will accept another consent form (such as another council's template) provided it meets the required standards and authorises Bracknell Forest Council to use the image. For further advice please contact the communications and marketing team.

Once the form has been signed the specified conditions must be adhered to. The forms must be stored alongside the photos to which they apply. Unless agreed otherwise with the communications and marketing team, they must be stored in the communications office at Easthampstead House.

### Photos of children or those unable to give consent

Parents may give consent, on behalf of their child, for photography. If appropriate, such consent must be obtained from the child's parent or guardian on the official consent form. The council will accept another consent form (such as one obtained by the school) provided it meets the council's standards and authorises Bracknell Forest Council to use the image.

### Schools and community group photos

A headteacher may be able to authorise consent for a group of children to be photographed for publicity and marketing purposes. Headteachers routinely obtain written permission from parents to allow their children to be photographed while at school or participating in activities which the school is involved in.

Headteachers who would like advise on photography may contact the communications and marketing team on 01344 35232 or email [communications.marketing@bracknell-forest.gov.uk](mailto:communications.marketing@bracknell-forest.gov.uk)

### Staff photos

Images of staff are to be treated the same, as if taking an image of a resident. Written consent must be obtained and images must be deleted after two years, unless new consent is sought to continue to use the same image.

### Withdrawal of consent

An individual who has given consent may wish to withdraw that consent at a later date. If consent is withdrawn the individual must be advised that the council cannot recall any publications or films in which their image appears. However once consent is withdrawn, no further use can be made of that individual's image and it should be deleted. Withdrawal of consent must be made in writing to the communications and marketing team.



















