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# Project WordPlay CIC

## Photography, Video & Media Consent Policy

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<b>Policy owner</b>	Sophie Beckinsale / Nicki Watts
<b>Contact</b>	hello@projectwordplay.co.uk

### 1. Purpose

Project WordPlay CIC captures photographs and video footage at our workshops and events for a range of purposes including impact reporting, funding applications, social media, and our website. We are committed to doing this safely and respectfully — with proper consent, and with particular care for children and young people from vulnerable groups.

This policy applies to all staff, freelancers, and volunteers involved in capturing or using images on behalf of Project WordPlay CIC.

### 2. Our approach to images

Project WordPlay CIC has made a deliberate organisational decision: we do not publish or share identifiable images of participants online or in public-facing materials.

Where we capture or share images at all, they will be non-identifying — for example, a child's hands at work, a back-of-head shot, a side view during an activity, or a photograph of artwork or creative writing produced by a participant. We believe this approach better protects the children we work with, particularly those from vulnerable groups.

Many of our participants are from communities where identifiable photographs carry real risk — including children from asylum-seeking and refugee families, children in care, and children subject to court orders. Even where no such risk exists, we believe the default should be privacy, not visibility.

This is not about being restrictive, it is about being thoughtful. Our work can be shared and celebrated without putting children's faces in the public domain.

### 3. Consent

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### 3.1 Who must give consent

Even though we do not publish identifiable images of participants, we still obtain written consent from a parent or carer before taking any photographs or video at sessions. This is because:

- Some images are taken for internal records or funder reporting where even non-identifying images require permission
- Photographs of children's creative work (writing, artwork) may indirectly identify them, or they may not feel comfortable sharing their work online
- We want families to know what we do and to be able to say no

For any child under 18, written consent must be obtained from a parent or carer before any photography or filming takes place. We use our Photography Consent Form (see Appendix A).

Where participants are adults, we will seek their own written consent.

### 3.2 When consent is obtained

We aim to obtain consent before a programme begins, ideally as part of the registration or enrolment process. Where this is not possible, consent must be obtained before the first session in which photography will take place.

Consent is not assumed. If a consent form has not been returned, we will not photograph or film that child.

### 3.3 What we seek consent for

Our consent form is clear about the types of images we may capture and share. Because we do not publish identifiable images publicly, the categories are straightforward:

- Non-identifying photographs for internal records and funder reporting
- Non-identifying photographs for our website and social media (backs of heads, hands, activity shots)
- Photographs of creative work produced by a participant (artwork, writing, crafts)
- Non-identifying photographs or video shared with partner organisations for agreed purposes

Parents and carers can consent to all, some, or none of these. We will always respect the choices made.

### 3.4 Withdrawing consent

Parents, carers, or adult participants may withdraw consent at any time by contacting us at [hello@projectwordplay.co.uk](mailto:hello@projectwordplay.co.uk). When consent is withdrawn, we will:

- Stop capturing images of that individual immediately
- Stop using any existing images in new content
- Remove any images from our website and social media
- Not share images with any third parties from that point forward

We will acknowledge withdrawal of consent within five working days.

## 4. High-risk participants — additional safeguards

Our non-identifying image policy already provides significant protection for all participants. However, for some children even non-identifying images carry risk. These participants include:

- Children from asylum-seeking or refugee families
- Children who are subject to a court order restricting identification
- Children in or recently leaving local authority care
- Any participant where a safeguarding concern has been raised

For these participants, our default position is no photography of any kind — including non-identifying images — unless we have explicit, informed consent from the appropriate person and we are confident that no image, however cropped or partial, could create risk for the child or family.

If you are unsure whether a participant falls into a high-risk category, do not photograph them. Speak to a Co-Director before the session.

## 5. Taking photographs and video — practical rules

All staff, freelancers, and volunteers must follow these rules when capturing images on behalf of Project WordPlay:

- We do not take photographs that show a participant's face — this applies in all contexts, including internal records
- Acceptable images include: backs of heads, hands, arms, children viewed from behind during an activity, close-ups of creative work (artwork, writing, craft)
- If you are unsure whether a shot is identifying, do not take it
- Only use devices approved for use at sessions — personal mobile phones should not be used to photograph participants without explicit permission from a Co-Director
- Never photograph children in changing areas, toilets, or any private space
- Do not photograph any child whose parent or carer has not returned a consent form
- Do not photograph any child who expresses unwillingness to be photographed, regardless of whether consent has been given. This includes their creative work
- Transfer images to secure storage promptly, do not leave participant images on personal devices
- Do not share images via personal email, WhatsApp, or other personal messaging services

## 6. Using and storing images

### 6.1 Storage

All photographs and video footage of participants will be stored in a secure, password-protected cloud storage account accessible only to the Co-Directors. Images will not be stored on personal devices beyond the day they are taken.

### 6.2 What we share publicly

Project WordPlay CIC does not publish or share identifiable images of participants in any public-facing context. This includes our website, social media, press, and printed materials. Any image shared publicly will be non-identifying — a child viewed from behind, hands engaged in an activity, a piece of creative work. We will never share a photograph that shows a participant's face publicly.

Internally, and where required by funders under the terms of a grant, we may hold images taken for reporting purposes. These are stored securely and not shared beyond the agreed parties.

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### 6.3 Third-party sharing

We may share images with partner organisations such as funders or schools for agreed purposes. We will only do this where:

- The consent form covers this use
- The recipient organisation has appropriate data protection measures in place
- The images will not be further shared or published without our agreement

### 6.4 Retention

Images will be reviewed annually and deleted when they are no longer needed or when consent has been withdrawn. We will not retain images indefinitely. Refer to our Data Protection Policy for full retention guidance.

## 7. Social media

Project WordPlay CIC uses social media to share the impact and energy of our work. We are proud of what our participants create and achieve, and we want to show that — but not at the cost of their privacy or safety.

Our social media image rule is simple: we do not post photographs that show a participant's face.

What we may post includes:

- Photographs taken from behind such as a child absorbed in an activity, a group working together viewed from the back
- Close-up shots of hands — writing, making, crafting
- Photographs of finished creative work such as artwork, written pieces, props or costumes (without the child wearing them)
- Images of the session environment such as materials laid out, a room set up, a display of work

Even for these non-identifying images, we will only post where consent for social media use has been given on the consent form. We will also:

- Never name or tag individual children in social media posts or captions
- Never geotag posts in a way that reveals a participant's school or location
- Remove any post immediately if a concern about it is raised

Staff and volunteers must not post any images of Project WordPlay sessions or participants on their own personal social media accounts.

## 8. Media and press

If a journalist, broadcaster, or external photographer requests access to a session or images of participants, this must be approved by a Co-Director in advance. We will:

- Not allow any external photography or filming without prior agreement
- Obtain specific written consent for any media coverage
- Provide guidance to media professionals about our rules
- Reserve the right to refuse or withdraw access at any time

## 9. Breaches of this policy

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Any breach of this policy, including taking photographs without consent, sharing images inappropriately, or failing to follow the rules above, will be treated seriously. Depending on the circumstances, this may result in:

- A formal conversation and written warning
- Suspension from sessions pending investigation
- Termination of engagement
- Referral to statutory agencies if a child's safety may have been compromised

## 10. Responsibilities

The Co-Directors are responsible for implementing this policy and for ensuring all staff, freelancers, and volunteers understand it before they begin working with us. Any questions or concerns about this policy should be directed to [hello@projectwordplay.co.uk](mailto:hello@projectwordplay.co.uk).

## 11. Related policies

- Safeguarding & Child Protection Policy
- Data Protection & Privacy Policy
- Social Media & Communications Policy

## 12. Policy review

This policy will be reviewed annually or following any significant incident. The current version is available at [www.projectwordplay.co.uk](http://www.projectwordplay.co.uk).

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## Appendix A: Photography & Media Consent Form

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Please complete this form and return it to your Project WordPlay contact before your child's first session. You can update your preferences at any time by contacting [hello@projectwordplay.co.uk](mailto:hello@projectwordplay.co.uk).

*About our image policy: Project WordPlay CIC does not publish or share photographs that show a child's face. Where we use images publicly — on our website, social media, or in reports — these will always be non-identifying: backs of heads, hands, activity shots taken from behind, or photographs of creative work. We are asking for your permission below to use these types of images.*

**Child's name:** \_\_\_\_\_

**School / programme:** \_\_\_\_\_



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<b>I give permission for Project WordPlay CIC to:</b>	<b>Yes / No</b>
Take photographs during sessions for our own records and internal use	
Use non-identifying photographs of my child (e.g. backs of heads, hands, side views) in print materials such as reports and leaflets	
Use non-identifying photographs of my child on the Project WordPlay website	
Use non-identifying photographs of my child on Project WordPlay social media accounts	
Use non-identifying photographs of my child in funding applications and impact reports	
Use photographs of artwork, writing, or creative work produced by my child (without identifying the child)	
Share non-identifying images with partner organisations (e.g. funders, schools) for agreed purposes	
Use non-identifying photographs or video in local or national media (e.g. press releases, news features)	

Your information: We will store this consent form securely in line with our Data Protection Policy. It will only be accessed by Project WordPlay Co-Directors.

<b>Full name of parent / carer:</b>	<b>Child's name:</b>
<b>Signature:</b>	<b>Date:</b>
<b>Any specific concerns or restrictions (e.g. no full-face photographs):</b>	

*Return to: [hello@projectwordplay.co.uk](mailto:hello@projectwordplay.co.uk) or hand to your session practitioner.*