

Imaging Policy and Guidelines

Michaela Foundation strives to give consideration to the use of images of young people in any publications but we realise parents/guardians often want to be able to celebrate the achievements of their children when taking part in activities through taking photographs or films. Michaela Foundation may also want to promote activities as to encourage increased participation.

Michaela Foundation does not advocate the banning of photography and the use of images and videos of children, but recommends that appropriate and proportionate safeguards should be in place to ensure a safe environment for children and young people.

This policy will help to ensure that all necessary steps are taken to protect children and young people from the inappropriate use of their images in resources and media publications, on the internet and elsewhere. The policy applies whether images are taken using cameras, mobile phones or any other equipment. An increased level of consideration is given to the selection and use images of children and young people used on the web site and on its social networking sites. Michaela Foundation gives the below guidelines to its staff and volunteers.

Guidelines on taking photos:

- If the young person is named, avoid using their photograph;
- If a photograph is used, avoid naming the young person;
- Ask for the young person's permission to use their image e.g. Registration Form;
- Ask for parental/guardian consent to use an image of a young person e.g. Registration Form;
- Only use images of young people in suitable dress to reduce the risk of inappropriate use. (There are some activities when the risk of potential misuse is much greater than for other activities. With these, the content of the photograph should focus on the activity not on a particular child and should avoid full face and body shots.)
- If you have any concerns follow Michaela Foundation's child protection procedures and consult the National Children's Officers:
Orla – orla.mcintyre@michaelafoundation.com
Janine – janine@michaelafoundation.com
- Volunteers are not permitted to take photographs of participants. Only the designated Camp/Event photographer may do so.
- The designated photographer will have access to a list of the children who do not consent to their photos being taken. He/She must not take photographs of those not consenting.

Guidelines for use of Photographic Filming Equipment



Michaela Foundation recognises the need to ensure the welfare and safety of all young people. In accordance with our child protection policy we will not permit photographs, video or other images of young people to be taken without the consent of the parents/carers and children.

Michaela Foundation will also comply with the following:

- Provide a clear brief about what is considered appropriate in terms of content and behaviour for camp photographers / videographers and others external to Michaela foundation taking images for promotional purposes.
- Inform young people and parents if a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Do not allow unsupervised access to young people or one to one photo sessions at events.
- Do not approve/allow photo sessions outside the events or at a young person's home.
- If parents or other spectators are intending to photograph or video at an event they should also be made aware of your expectations.
- Adults should be asked to register at an event if they wish to use photographic equipment.
- Young people and parents should be informed that if they have concerns they can report these to the leader.
- Concerns regarding inappropriate or intrusive photography should be reported to the event/camp organiser or leader and recorded in the same manner as any other child protection concern.
- Parents/Guardians are asked for photographic consent on the online application form for Camp. Parents cannot complete the application process without responding to this question. On the application form there is a hyperlink to this policy.
- At non-Camp events, where young people do not have to register online, parents must complete a signed form of photographic consent.