

## **SEND the right message**

A SPECIALIST ONE-STOP  
INFORMATION  
ADVICE SERVICE AND  
ONLINE RESOURCE SUPPORT  
FOR SEND IN SOUTHEND (0-25)



IT'S NEVER JUST  
*black or white*

[www.sendtherightmessage.co.uk](http://www.sendtherightmessage.co.uk)  
[info@sendtherightmessage.co.uk](mailto:info@sendtherightmessage.co.uk)

# **SEND The Right Message**

## **Photography/Filming Policy**

- GDPR
- Safeguarding
- Equality
- Clarity
- Aims

Email: [info@sendtherightmessage.co.uk](mailto:info@sendtherightmessage.co.uk)

We are very much volunteers and this means that there are not large banks of staff available to deal with heavy duty administration. We believe that the below measures taken by us are proportionate, reasonable and legally compliant,

We regularly use photographs of our members and their families for promotional or sponsorship reasons. These are usually provided by them to us for that purpose and consent is implicit.

In other situations, wherever reasonably possible, we will ask for express consent to be provided via our email address ([info@sendtherightmessage.co.uk](mailto:info@sendtherightmessage.co.uk)). In our group events, written consent from all involved would not be practical and we would therefore notify members/families of our intent to use photographs/films via clearly displayed signage.

We ask that any party who wishes to notify us that this is not agreeable to them would carefully alert us that images should not be taken. If this is not done, we consider it wholly reasonable to be able to create a record of a public event and assume consent in good faith.

We take care not to identify individuals unless necessary and relevant, unless this is planned. We need to be made aware of safeguarding reasons for not doing so (see email address above). Families often forward photographs and films to us for display. It is reasonable that these are used and that, in general, photographs and films made are very much part of the building of a community and a useful communication tool for interested parties to learn what we do and what we can offer. It is also incredibly important to us that we represent the full spectrum of disability and society in our media. It is our hope that this is understood by all groups within our society and that they feel they are equal stakeholders in this group which effectively belongs to all.

## GDPR

We have sometimes encountered issues with families where, for example, Domestic Violence has split families and parents do not wish for their children to be identifiable online where there are risks of safeguarding. We would ask, in these situations, that this is made known to our staff clearly via email (as in the paragraph below) when necessary. We also take care that images used by us are appropriate (particularly when these feature vulnerable children).

GDPR rules also offer protection to those who wish to be left out of the above and we would expect anyone who opts not to have images featuring them/their families to make this clear to us (please email [info@sendtherightmessage.co.uk](mailto:info@sendtherightmessage.co.uk) to make your wish to be kept out of photographs/films known). If anyone finds photographs which feature them/their families on our website or open page which they do not wish to see published, please also follow the above procedure immediately to see that these are removed.

## AIMS

To use films and images to help build a strong and positive community for our group and to represent them in the most effective manner.

Reviewed 1.1.21

