

## Filming and photography on College premises policy

The College is proud of its architecture and grounds and wishes to support any individual or organisation with an interest in making this heritage available to the wider public. The purpose of this policy document is to:

1. Ensure that the rights to privacy of members of and visitors to the College are respected.
2. Protect the College's reputation.
3. Ensure that the College benefits appropriately from commercial activities.

### Scope of this policy

This policy applies to the capture, storage and processing of visual images of the College, including images of members of the College or its staff set in the context of the College. It applies both to still photography and moving images. The "College" for this purpose shall mean the College main site, its off-site properties and sports facilities (including those facilities owned by the Junior Members Association), and any accommodation acquired by the College for the use of its members.

### College Use

Filming and photography for the purposes of the College is undertaken by authorised members of the College or its staff. College purposes may include, but will not be limited to, internal and external publicity for admissions or fundraising purposes or for general corporate promotion, and for the recording of the College history and the reporting of College events and activities both in hard-copy publications and on-line. Some images will be stored for historical purposes and for use in future publications, both hard-copy and on-line.

The College will rely upon general permissions given at the time of admission, although wherever possible individual permissions will be obtained where an individual (or a small group of individuals) is the subject of the image.

### Private use

Filming and photography by members and staff of the College or their invited guests for private use within the law is permitted subject to College regulations and policy. Members of the College are required to comply with the provisions of the Data Protection Act 1998 and the guidance below.

It is the duty of College members to ensure that images are not used in social media in ways which could cause distress or disadvantage to the individuals, or bring the College into disrepute. Any such instances will be dealt with under the relevant College regulations.

Members of the public may take still photographs of the external aspects of College buildings and grounds for their private use. However they may not, without prior permission:

- Photograph students or other members of the College.
- Publish such photographs, whether for commercial gain or for other reasons.

Such permission may be granted by any senior member of the Communications Committee, the Domestic Bursar or the Head of Communications Resources. Guidance should be sought from the Communications Officer or the Bursar if required.

## **Filming or photography by external parties (i.e. organisations or people who are not members of the College), or for commercial purposes**

Filming is allowed within the College grounds only by prior arrangement, and subject to the following conditions:

1. The College will require the following information prior to agreeing to the filming taking place (as applicable):
  - Name of the production company
  - Name of the person responsible and their contact information
  - Details of the programme being filmed for
  - Subject matter to be shot
  - Précis of the storyline
  - List of shots to be taken in College and précis of the relevant section of the script
  - Risk Assessment and method statement
  - Details of equipment and personnel involved
  - Anticipated time required
  - Copy of public-liability insurance documents.
2. The agreement of the Bursar, the Senior Tutor and the College Officer in charge of the particular facility/activity being filmed (e.g. Fellow Librarian, Steward, Admissions Tutor) is required. Agreement will be given only if it is considered that the filming will not be disruptive to the normal academic and social activities of the College.
3. Filming of students, staff or members and visitors to the College will not be allowed without the agreement of those individuals. The College will wish to retain a record of such agreements.
4. Charges will be set by the Bursar in consultation with the Communications Committee.

## **Visual images and the Data Protection Act 1998**

Where an individual is the focus of an image, the image is likely to be personal data, which is protected under the Data Protection Act 1998.

Photographs taken for purely personal use are exempt from the Data Protection provisions; these would include photographs and videos taken by family members at a graduation ceremony.

In all other cases the consent of the individual is required before the image can be used; 'used' in this context includes storing, manipulating, reproducing and publishing. The onus is on the photographer and any subsequent user to ensure that the subject's consent to the use of the image has been obtained. Although the Act does not require consent to be in writing it is strongly recommended that written consent is obtained and a copy retained for future reference.

College Policy is that written consent must be obtained whenever the image is associated with other data which could lead to identification of an individual. Examples include:

- photographs of individuals that are stored with personal details, for example for identity passes
- photographs of staff or students published on notice boards along with some biographical details
- individual images published in a newsletter

## **Retention of records**

The following forms are available from the Communications Resources Office:

- i.** Individual Consent Form – to be used to record the written consent of a person whose image is featured in conventional and digital photographs and/or analogue or digital film.
- ii.** Verbal Consent form – to be used to record the oral consent of persons in a group setting.
- iii.** Release form – to be used to record the written consent for the publication of images of an individual.
- iv.** Location Release form – the formal grant of consent by the College to filming by external parties.

All completed forms must be passed to the Head of Communications Resources who will retain them for a period of six years.

Copies of individual consent forms will be retained in personal files by the Tutorial Office (students), HR Office (staff) or the Master's Secretary (Fellows)

*Approved by the Governing Body*

*26 November 2014*