



Photography, Video and Media Consent Policy

Document title:	Photography, Video and Media Consent Policy
Audience:	All staff, students, contractors and visitors
Approved by:	
Policy commencement date:	8 April 2020
Date of next review:	8 April 2022
Document author(s):	Head of Marketing, PR & Communications

This policy will be reviewed at least every two years.

Policy brief and summary

This policy focuses on the need to obtain written consent from any member of staff, student or member of the public who is photographed and whose image we use for inclusion in any Bradford College print, electronic or digital marketing communications.

Policy on image/photography consent

Without written consent the Group may not use any photograph or image of a member of staff, student or member of the public.

The Group may wish to use photography or film footage featuring images both internally and externally to promote the Group. This agreement applies to print and digital media formats including print publications, websites, e-marketing, posters, banners, advertising, film and social media.

If the individual is under 16 years of age the consent is to be gained from the applicable Parent or Guardian and retained with the relevant photograph(s).

All consents should be kept with a copy of the relevant photographs or press releases for recording purposes.

General photographs

For general photographs of campuses and of public places, there is no need for any specific action. The fact that someone is in a particular place at the time the photograph is taken is a fact of life.

Event photographs

Where photography or filming takes place in relation to a Bradford College event, disclaimer notices advertising that photos and video will take place around the areas where the event will be held.

Where individuals are photographed, filmed or interviewed, individual media consent will be obtained.

Where events are organised by the College and invitations are sent, recipients will be notified if general photography/filming will take place during the event.

Withdrawal of consent

We understand that people may change their mind about consenting to appear in College photos or videos. If a subject wishes to withdraw media consent, they must notify the Marketing, PR & Communications department as soon as possible:

Email: marketing@bradfordcollege.ac.uk

Telephone: 01274 08 8241

Related policies, procedures or guidance

- Appendix 1: Individual media consent form
- Appendix 2: Group media consent form
- Appendix 3: Media consent and release form (A Level Results Day)
- Data Protection (GDPR) Policy
- Safeguarding - Child and vulnerable Adult Protection Policy and Procedures

Appendix 1: Individual media consent form

Consent Form for use of Photography and Video by Bradford College

I hereby grant Bradford College consent to use my image in Bradford College prospectuses, brochures, literature, local and national press and any other promotional material relating to Bradford College including the world wide web and social media, and for the avoidance of doubt, agree to assign to Bradford College any intellectual property rights and to waive any moral or performing rights I may have or acquire by reason of my participation in such promotional material. I understand that the College may retain and use my image for the purposes outlined above.

I understand that I may be quoted if interviewed, and identified on the websites by name. I confirm that I have no interest in the copyright, which will remain the property of the College.

I understand that the images and video taken will be stored centrally on a Bradford College shared computer drive which is accessible by members of the Marketing & Communications professional services team.

Once I have consented to the use of my image for promotional use, the content will have entered the public domain.

While every effort will be made to remove the content from our web and social platforms after five years or at your request, we cannot guarantee complete removal of your image from the public domain as it is now regarded as a matter of public interest.

Consent can be withdrawn at any time. Please direct your request to withdraw consent to the Marketing Team, via email: marketing@bradfordcollege.ac.uk, or in writing: c/o Bradford College, Marketing & Communications, 5F-22 David Hockney Building, Great Horton Road, Bradford, BD7 1AY, or call: 01274 088088 and ask for the Marketing Department.

Date _____

First Name _____

Last Name _____

Student Number (if Applicable) _____

Signature _____

Appendix 2: Group media consent form

Consent Form for use of Photography and Video by Bradford College

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Date: _____

Event: _____

Please sign your name on the next page

FIRST NAME	LAST NAME	STUDENT NUMBER	SIGNATURE

**Appendix 3:
Interview, Photograph, Video and/or Website/Social Media Use:
Consent and Release Form (A Level Results Day)**

A Level Results Day

I consent to interview(s), photography, videotaping and its/their release, publication, exhibition, or reproduction to be used for public relations, news articles, advertising, research, inclusion on the Bradford College website/social media networks, or any other purpose by Bradford College and/or its affiliates.

I release Bradford College from any liability connected with the taking, recording, or publication of said interviews, photographs, slides, computer images, videotapes, or sound recordings.

I waive all rights I may have to any claims for payment or royalties in connection with any exhibition, televising, or other publication of these materials.

All negatives and positives, whether prints, video, film, or sound recording are the property of Bradford College or the person or entity designated by it, solely and completely.

Student's Name:

Student's Address:

Age:

Tel No:

Signature:

Date:

Info for Marketing team to collect

Description of student to identify on image/film:

Individual or part of group image:

What is student doing after results: Which Uni/job? Please state: