



## **Publicity Photography and Recording Policy**

### **1. INTRODUCTION**

This policy is to inform Norland College Limited ['Norland'] staff, students, and visitors of its approach to photography and video/audio recording for publicity purposes.

#### **1.1 Purpose**

- The use of photography and video/audio recording [photography/recording'] for publicity purposes by Norland is governed by the Data Protection Act 2018, which controls how personal information is used by organisations, businesses or the government.
- The Data Protection Act 2018 is the UK's implementation of the General Data Protection Regulation (GDPR).

#### **1.2 Scope**

- Publicity purposes can include print materials, digital platforms and websites, and third-party publications, for example media pieces featuring Norland, where explicit use of photography/recording has been granted.
- This policy is relevant to staff, students, visitors, and any individual who is the subject of photography/recording taken for publicity purposes.

#### **1.3 Personnel responsible for implementing the policy**

- The Head of Marketing, Student Recruitment and Admissions has overall responsibility for the effective operation of this policy.
- Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks lies with the Head of Marketing, Student Recruitment and Brand who will review this policy periodically to ensure that it meets legal requirements and reflects best practice.
- Questions regarding the content or application of this policy should be directed to the Head of Marketing, Student Recruitment and Admissions (marketing@norland.ac.uk).

### **2. POLICY**

2.1 Measures must be taken to ensure that the rights of individuals are respected in the collection and use of photography/recording.

2.2 Norland is required to inform individuals if an identifiable image and/or recording of them has been captured and must secure their consent before it is used in publicity materials. This includes any photographs, videos or audio recordings being presented in a public area. If



children under the age of 18 are clearly identifiable in any photography/recordings, explicit written consent from a parent/carer should be obtained (see 5. Consent Forms).

- 2.3 The subjects should be told where and for what reason the photograph/recording may be used and be given the opportunity to opt out of the photography/recording. Photographs/recordings should only be used for the purposes for which they were collected.
- 2.4 In the case of posed photographs/recordings, for example a Norland photoshoot, a consent form should be signed by each subject to ensure they have given appropriate consent. In the case of children under the age of 18, the consent form should be signed by their parent/carer.
- 2.5 In the case of a group activity or event, individuals should be given advance notice of photography/recording and the opportunity to opt-out. Where possible, a warning that photography/recording may be taking place should be given in advance in writing, for example by email, through notices clearly displayed at events, and through the inclusion of a sentence in printed programmes and publicity material.
- 2.6 In the case of existing and older photographs/recordings where no one captured is still living, it does not fall under the provisions of the Data Protection Act. If there is doubt over whether individuals shown in the photography/recording are still alive, estimate their age at the time the image was taken and assume a lifespan of 100 years.
- 2.7 In the case of existing photographs/recordings that still fall under the provisions of the Data Protection Act and for which no consent was sought at the time or there is uncertainty as to whether consent was sought, reasonable efforts must be made to gain consent. If it is impossible to trace the subject and gain consent, assess whether they were aware their photograph/recording was being taken at the time and whether they could have reasonably expected it to be re-used by Norland. If use of the photograph/recording could cause damage or distress to the subjects, either because of the way in which they have been captured or the way in which the photograph/recording is intended to be used, the photograph/recording should not be used.
- 2.8 In the case of external photographers/videographers/sound recorders commissioned by Norland, the external supplier will own the copyright of the photography/recording they capture, including the original files, final edited versions and all assets and files used for their creation. They will grant Norland full licence to use this photography/recording in all formats and all channels in perpetuity. Where appropriate, Norland will reference this photography/recording as copyright Norland / supplier's name.
- 2.9 All external photographers/videographers/sound recorders commissioned by Norland will be accompanied throughout their visit by a member of staff who is fully briefed on Norland's responsibilities in relation to the Data Protection Act and the capturing of photography/recordings.
- 2.10 For photographs/recordings supplied by third parties, whether an organisation, individual or an agency, the provider must be able to confirm that any clearly identifiable individuals have consented to being captured for distribution and subsequent use of the



photographs/recordings. It is Norland's responsibility, ultimately, to ensure that permission has been obtained.

## 5. CONSENT FORMS

- Consent form for photography/video/audio recording
- Consent form for photography/video/audio recording (for children)

| <b>Document Control Information</b>                               |  |
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| <b>Summary description:</b>                                       | Approach to photography and video/audio recording for publicity purposes |
| <b>Relates to staff/ student (include Set), NQN or Norlander:</b> | Norland College Limited ['Norland'] staff, students, and visitors        |
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