

Photography, Videography & Social Media Use Policy

Organisation: Hindu Samaj Northstowe (Charity No. 1213652)

Address: 17 Burrows Way, Northstowe, CB24 1AT

Policy owner / contact: Neal Patel (Secretary & Events Coordinator) —
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Applies to: all events/sessions and all HSN channels (website, Facebook, Instagram, YouTube, newsletters, printed posters, WhatsApp updates, press releases)

Approved: 20/01/2026

Review date: 20/01/2027

1) Purpose

We take photographs and videos at our events to celebrate community life, promote activities, and evidence impact. We do this respectfully and safely, and in line with UK data protection principles. (ico.org.uk)

2) Scope

This policy applies to any images captured by:

- HSN volunteers/team members,
- professional photographers/videographers commissioned by us,
- partners working with us (where agreed).

It covers use on:

- **HSN website**
- **Facebook / Instagram / YouTube**
- **newsletters**
- **printed materials**
- **WhatsApp community updates**
- **press releases and media** (where relevant)

3) Transparency: how we inform people

We use a mix of:

- signage at entrances,
- announcements at the start (where practical),
- booking/registration info (where used),
- clear opt-out routes (Section 6).

4) What we may capture

- general crowd shots and atmosphere,
- group photos,
- close-ups/portraits,
- short videos for highlights,
- prayer/ritual moments (with extra care; Section 7).

We avoid capturing distressing situations or unnecessary personal details.

5) Our approach to lawful basis (plain English)

- For general event coverage (wide shots), we usually rely on a **legitimate interests** approach, with clear opt-out options.
- For close-ups, portraits, interviews, and where an individual is clearly the main subject, we aim to obtain **clear permission (consent)** wherever possible.

6) Opt-out and “no photos” requests

Anyone can opt out at any time by:

- telling the photographer, or
- telling any HSN team member, or
- emailing hindusamajnorthstowe@gmail.com (include event name/date if possible).

Large events: we use **coloured wristbands** to indicate “no photos/videos”.

Smaller sessions: verbal requests are sufficient.

We will do our best to avoid capturing/publishing identifiable images of anyone who opts out, and to remove images where reasonably possible (Section 12).

7) Extra care: prayer/ritual filming

Because filming or photographing prayer/ritual moments can reveal religious belief, we apply extra safeguards:

- keep shots wide where possible,
- avoid identifiable close-ups unless permission is clear,
- avoid publishing identifiable worship close-ups without explicit permission.

8) Children, families, and safeguarding

We take extra care when children are present:

- prioritise group images over identifiable close-ups,
- do not publish children’s full names alongside images,
- do not encourage tagging of children,
- respect safeguarding needs for SEND families and vulnerable participants.

Safeguarding-minded practice reduces the risk of misuse. (learning.nspcc.org.uk)

9) Social media use (specific rules)

When we use images/videos on social media, we follow these rules:

A) What we post

- We post content that is respectful, family-friendly, and appropriate for a public audience.
- We avoid posting images that could be embarrassing, intrusive, or overly personal.
- We avoid posting content that reveals sensitive support needs, private contact details, or confidential information.

B) Identifying people

- We do **not** publish children's full names alongside images.
- We avoid tagging individuals unless they request it and it is appropriate.
- We do not post close-ups of individuals (especially children) as the main subject without clear permission where feasible.

C) Platforms and re-sharing

Social media platforms allow re-sharing and screenshots. While we cannot fully control onward sharing, we:

- post proportionately,
- choose images carefully,
- remove content on request where reasonably possible.

D) Comments and messages

- We may hide/delete comments that are abusive, discriminatory, or unsafe.
- We do not discuss safeguarding concerns publicly in comments.
- If a safeguarding or safety concern is raised via social media, we move the conversation to a private channel and follow safeguarding procedures.

E) WhatsApp groups

- WhatsApp updates are shared to keep the community informed.
- We ask members not to forward images outside the group without permission, especially where children are visible.
- Anyone can request not to be included in WhatsApp-shared images using the opt-out route in Section 6.

10) Who can take photos/videos and how files are handled

Official photographers must:

- follow this policy and respect opt-outs/wristbands,
- share files only through agreed channels,
- store files securely,

- not reuse images for other purposes without written permission.

Attendees may take personal photos, but we ask everyone to be considerate—especially around children and “no photos” wristbands. If photography disrupts safety or safeguarding, we may ask people to stop.

11) Storage and security

We store images securely, limit access to authorised team members, and avoid sharing raw folders widely.

12) Requests, objections, removals

You can contact hindusamajnorthstowe@gmail.com to:

- object to use of an image,
- request removal from our platforms where reasonably possible,
- raise any concern.

We will respond promptly and handle requests fairly.

13) Retention (best-practice approach)

We keep images only as long as necessary:

- **raw/unselected media:** up to **12 months**,
- **selected “best of” library:** up to **5 years**, then review,
- milestone/historic images may be kept longer with periodic review. (ico.org.uk)

14) Review

Reviewed annually or sooner if our activities change.